SESSION

2016-2017

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

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First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

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First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking. Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing*. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry*. Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites http://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

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Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning*. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor*. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

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Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods*. Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion*. Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction*. Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**

Course code: MM 141

Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000*. Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

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First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series)*. Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry **30-0-30-3**
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume*. Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz 4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics*. Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rd edition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion)*. Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition*. Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess*. Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition)*.John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand*. Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets*. Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**

1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice*. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture*. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture)*. A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers*. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
   b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
   c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
   d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture*. Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: **Instructional Methodology:**

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow. **(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products **(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level.

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243

Pre-requisite(s): **MM 111** Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000),*Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship"*,Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF DESIGN

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme												Autumn Semester
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)			
			L	T	P	Total Contact hours			CW	MTE	ETE	
AUTUMN SEMESTER	FD101	Design Concepts-I	1	-	4	5	3	3	50	-	50	
	FD111	Drawing & Color	1	-	4	5	3	3	50	-	50	
	FD121	Material and Process	1	-	2	3	2	3	50	-	50	
	FD131	Communication Design- I	1	-	4	5	3	3	30	20	50	
	FD141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50	
	FD151	Environment & Waste Management	3	-	-	3	3	3	50	-	50	
	FD161	Social and Professional Ethics	3	-	-	3	3	3	50	-	50	
	Sub Total		12	-	16	28	20					

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme												Spring Semester
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)			
			L	T	P	Total Contact hours			CW	MTE	ETE	
SPRING SEMESTER	FD102	Design Concepts-II	2	-	6	8	5	3	50	-	50	
	FD112	Visualization and Representation	2	-	6	8	5	3	50	-	50	
	FD122	Material- Exploration and Prototyping	2	-	4	6	4	3	50	-	50	
	FD132	Communication Design - II	1	-	4	5	3	3	30	20	50	
	FD142	History of Art & Culture-II	2	-	2	4	3	3	30	20	50	
	Sub Total		9		22	31	20					

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD151

L-T-P-C
2-0-2-3

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context.
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads-Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Environment & Waste Management
Course Code: FD 161 **L-T-P-C**
3-0-0-3

Course Objectives:

- To familiarize students with basics of environmental sciences , disaster & waste management.

Course Description:

UNIT-I

- **General:** Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation
- **Renewable & Non-renewable resources:** Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas
- **Environmental Pollution and their effects**: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015 .
- **Disaster Management**: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

UNIT-II

- **Disaster Preparedness and Response Preparedness:** Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of

Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

- **Waste Management:** Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).
- **Solid Waste Management Act** :Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Learning Outcomes:

- Under this the students will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.
- Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.
- Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques

Text Books:

- Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
- Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
- Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
- Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress - Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code: FD 171 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of 'I' and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:

The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion,* Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

  1) http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html,
  2) http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/
  3)http://www.slideshare.net/abiramprince/textile-fibers
  4)http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp
  5)http://www.slideshare.net/mohnishmadkaikar/fabric-study,
  6)http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/
  7) http://www.yarn.com/webs-knitting-crochet-yarns-fiber/

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion,* Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

  1) http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html,
  2) http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/
  3)http://www.slideshare.net/abiramprince/textile-fibers
  4)http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp
  5)http://www.slideshare.net/mohnishmadkaikar/fabric-study,
  6)http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/
  7) http://www.yarn.com/webs-knitting-crochet-yarns-fiber/

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**

Course code: FD 223 **0-0-96-3**

Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**

Garment Construction Methods and Techniques

1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction*. Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Academic Curriculum (2015-16 Onwards)

First Year

Autumn Semester

L-T- P- C
16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

- Observe, analyze and apply the basic elements, principles and skills of visualization, presentation and actualization to body types, form and movements in context of women's casual wear.
- Develop an understanding of three dimensional representations and realization of Women's Casual wear through illustration and rendering techniques.
- Present and communicate visually.

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

- Seaman, Julian. Foundation in fashion design and illustration. London: Batsford, 2001
- Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006
- Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.Blackman, Cally. Hundred years of fashion illustration. London: Laurence King, 2007
- Watanabe, Naoki. Contemporary Fashion Illustration Techniques, Rockport Publishers

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

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Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finish ing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing.* Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

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Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing. Identifying Dyeing Defects: Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books

- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

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Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Second Year

Spring Semester

L-T-P-C

13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

• *Watanabe, Naoki*. Contemporary Fashion Illustration Techniques, Rockport Publishers

• Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

• Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

• Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

• Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

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Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan,* California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India,* U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume,* New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs,* New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques- Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques- Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles*, London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes*, New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan*, London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present*, New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles*, New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India*, New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles*, Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2*, OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com
www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr,
www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India
www.indiaheritage.org/creative/creative_textiles.htm
www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles
www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles
www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

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Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies-III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

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Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FD 306	**Electives B** [+]	1	-	2	3	**2**		50[~]	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
Spring	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2015-16. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

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Third Year

Autumn Semester

L-T- P-C

1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

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Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

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Third Year

Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

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Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore., Understanding Aesthetics for the Merchandising & Design Professional.. UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

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Third Year

Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

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Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.

  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, "Costume, Textiles and Jewellery of India – Traditions in Rajasthan", New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers - Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L-T-P-C
2-0-2-3

Title of Course: (Elective B +) Fashion Critique

Course code: FD 306-4

Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism.
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics.

  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.
- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4 - UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:
Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.
2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.
3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development.

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

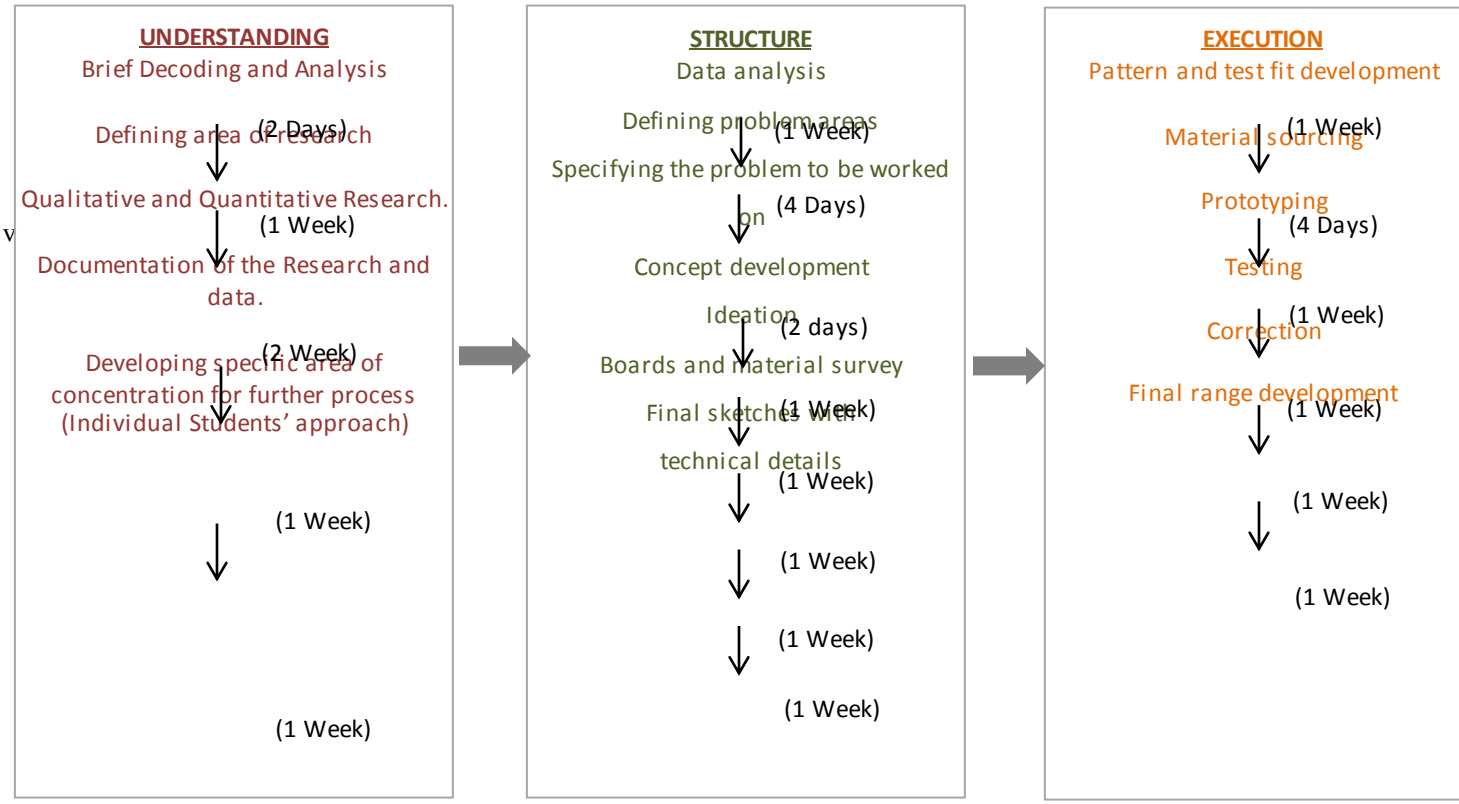
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

AUTUMN SEMESTER

Semester	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)
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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards) **Second Year SPRING SEMESTER**

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

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Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

Title of Course: Fashion Design Process **L-T-P-C 1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being a ware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

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Second Year

Title of Course: Basics of Pattern Making & Draping **L-T-P-C 1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e . 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Second Year

L-T-P-C

Title of Course: Garment Construction **0-0-6-3**

Course code: FM 223

Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's - A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

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Second Year

L T P C

Title of Course: History of Indian Costumes **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood - The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion - From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

Title of Course: Study of Fashion Products | **L T P C**
2 0 4 4

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html ,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion- combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:

25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.

- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rd edition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy- Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy- Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising Buying Styles **L T P C** **3- 2 - 4**

Course code: FM 234

Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion - The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums - Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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Spring Semester Second Year

L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- **Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com**
- **www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com**
- **www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India**
- **www.indiaheritage.org/creative/creative_textiles.htm**
- **www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles**
- **www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles**
- **www.nopr.niscair.res.in/bitstream/123456789/10310.pdf**
- **Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK**

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Third Year

Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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Spring Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Third Year

Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Third Year

Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

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Third Year

Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event, Event team, Code of ethics

Unit II: Principles of event Management, concept & designing, Analysis of concept, Logistics of concept.

Unit III:Feasibility, Keys to success, SWOT Analysis

Unit IV: Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools

Unit V:Protocols, Dress codes, staging, staffing

Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Third Year

Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Third Year

Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

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Academic Curriculum (2015-16 Onwards)

Third Year

Spring Semester

L-T- P-C

Title of Course: Market research _____

Course Code: FM 316

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I

- Research theory: defining purpose of market research

UNIT II

- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III

- Defining Research and Review of Literature

UNIT IV

- Methods and procedures of conducting research and method of analysis

UNIT V

- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship*", Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnIb9c

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Third Year

Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I
- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II
- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III
- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV
- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising ▶ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising ▶ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising ▶ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising ▶ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

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Third Year

Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____

Course Code: FM 346

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I

- Evolution of Digital Media Marketing and website creation.

UNIT II

- Blogging and Content Marketing and Search Engine Optimization

UNIT III

- Social Media Marketing and Online Advertising

UNIT IV

- Influencer and Affiliate Marketing

UNIT V

- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.

- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018 https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps https://youtu.be/KgwrnjVRHRw

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Third Year

Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6

AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____

Course Code: FM 366

Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I

- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II

- Production and suppliers and Demand planning

UNIT- III

- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV

- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By :David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

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Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

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Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year
Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: **Instructional Methodology:**

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)
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Academic Curriculum (2015-16 Onwards)
Fourth Year

Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6

AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis

- Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

First Year **B. Interior Design Stage - 1**

First Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 111	A. Design Studio –I B. Architectural Graphics Skills- Manual & Computers I	8 (4 + 4)	8	0 800 400 + 400 (200 + 200) (200 +200)	50% 50%	0	3
	ID 121	Building Materials & Construction Technology -I	6	6	100 500 250 + 250	50% 50%	3	3
	ID 131	Basic Structure Design	3	3	50 250 125 + 125	50% 50%	2	0
	ID 141	Evolution of Interior Spaces I	3	3	50 250 125 + 125	50% 50%	2	3
	ID 151	Basic Design	8	8	0 800 400 + 400	50% 50%	0	3
	ID 161	Colour Theory & Techniques	2	2	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	30				12

	Subject Code	Subject Name	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 112	A. Design Studio –II B. Architectural Graphics Skills- Manual & Computers II	10 (5 + 5)	10	0 1000 500 + 500 (250 + 250) (250 +250)	50% 50%	0	3
	ID 122	Building Materials & Construction Technology -II	7	7	100 600 300 + 300	50% 50%	3	3
	ID 132	Design Thinking	3	3	50 250 125 + 125	50% 50%	2	3
	ID 142	Evolution of Interior Spaces II	3	3	50 250 125 + 125	50% 50%	2	3
	ID 152	Furnishing	3	3	0 300 150 + 150	50% 50%	0	0
	MDC 003	Environmental Studies	4	4	400 0	50% 50%	3	0
	TOTAL		30	30				12

Second Year **B. Interior Design**

Second Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal	Exam Theory External	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 211	Design Studio – III, ,Computer Application I, Principles & Elements of Design, & Communication skills	15 (9 +6)	15	0 (450 + 450)	1500 900 + 600 (300+300)	50%	50%	0	6
	ID 221	Building Materials & Applications - I	4	4	100	300 150 + 150	50%	50%	3	0
	ID 241	Interior Environmental Analysis	3	3	50	250 125 + 125	50%	50%	2	3
	ID 251	Building Services - I	3	3	100	200 100 + 100	50%	50%	3	0
	ID 281	Space & Furniture Design-I	2	2	0	200 100 + 100	50%	50%	0	3
		Value Added Courses (Foreign Language)	3	6	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	33						12

ID 271 Related Study Programme 2 Credit

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal	Exam Theory External	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 212	Design Studio – IV, Computer Application II, & Theory of Design	16 (12+4)	16	0 (600 + 600)	1600 1200 + 400 (200+200)	50%	50%	0	6
	ID 222	Building Materials & Applications - II	4	4	100	300 150 + 150	50%	50%	3	0
	ID 242	Landscape for Interiors - I	2	2	50	150 75 + 75	50%	50%	2	3
	ID 252	Building Services -II	3	3	100	200 100 + 100	50%	50%	0	3
	ID 272	Space & Furniture Design-II	3	3	100	200 100 + 100	50%	50%	3	0
		Value Added Courses	2	4	0	200 100 + 100	50%	50%	0	0
	TOTAL		30	32						12

Third Year B. Interior Design

Third Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory / Sessional Internal / External	Weightage Internal / ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 311	Design Studio – V	16	16	0 / 1600 (800 + 800)	50% / 50%	0	6
	ID 321	Revitalization of Arts & Crafts	2	2	100 / 300 (150 + 150)	50% / 50%	3	0
	ID 331	Specification, Quantity & Estimation	3	3	50 / 250 (125 + 125)	50% / 50%	2	0
	ID 341	Landscape for Interiors - II	3	3	0 / 300 (150 + 150)	50% / 50%	0	0
	ID 351	Working Drawing and Computer Application	4	4	50 / 350 (175 + 175)	50% / 50%	2	0
	ID 361	Elective/Workshop	2	4	0 / 200 (100 + 100)	50% / 50%	0	6
	TOTAL		30	32				12

Third Year B. Interior Design Stage - 2

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory / Sessional Internal / External / Viva	Weightage Internal / ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 312	Practical Training	28	0	0 / 2800 (1400 + 700+700)	50% / 50%	0	0

Fourth Year B. Interior Design

Fourth Year Subject to Approval

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Exam Theory Sessional External	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 411	Design Studio – VII	16	16	0	1600 800 + 800	50%	50%	0	6
	ID 431	Retail Design & Visual Merchandising	3	3	50	250 125 + 125	50%	50%	2	0
	ID 461	Elective/Workshop	2	4	0	200 100 + 100	50%	50%	0	3
	ID 471	Interior Imaging & Branding	3	3	100 50 + 50	200 100 + 100	50%	50%	3	0
	ID 481	Professional practice	3	3	100	200 100 + 100	50%	50%	3	0
	ID 491	Conservation, Restoration & Readaptation	3	3	10 0	200 100 + 100	50%	50%	3	3
	TOTAL		30	32						12

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Exam Theory Sessional External Viva	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Spring Semester	D 412	Dissertation/Thesis	24	24	0	2400 1200+600+600	50%	50%	0	12
	D 422	Advance Elective -I	3	3	0	300 150 + 150	50%	50%	0	0
	D 432	Advance Elective -II	3	3	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	30						12

First Year B. Interior Design

ID 111	Design Studio-I	10 - 10

Focus:

A. Exploring principles of space making, introduction to the built environment and its creative exploration.

B. Learning techniques and skills to represent different objects through 2D & 3D geometry.

Objectives

- To deliver an introduction to architecture through analysis of building elements, such as floors, walls, doors, stairs, rooms, etc.
- To have an understanding of relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in design.

Contents

- Introduction to subject. Getting acquainted with necessary instruments of drawing. Learning to draw straight and curved lines with different qualities.
- Learning good lettering to improve and maintain quality of presentation.
- Learning meaning of terms `Plan' & `Elevations' and using them for drawing simple objects through `Orthographic Projections'.
- Learning theory of `Orthographic Projections' and drawing projections of points, lines, geometric solids.
- Drawing - Drawing sheet sizes, composition, fixing. Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth. Portfolio preparation.

- Architectural symbols - representation of building elements, openings, materials, accessories etc., terminology and abbreviations used in architectural presentation.

- Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.

- Measuring and drawing to scale - scales and construction of scales, simple objects, furniture, rooms, doors and windows etc. in plan, elevation and section etc. reduction and enlargement of drawings.

- Dealing with sections of simple geometric solids and their combinations.
- Learning principles of development of lateral surfaces of solids, applying them to work out and drawing developed surfaces of simple geometric solids and using them to make models of some of them.

- Auxiliary orthographic projection of solids and its application to sections of solids by inclined plans.
- Principles of space - making.
- Abstract sketches, model making, pencil and ink drawing, idea of human scale: methods of measurement.
- Site visits, experiential exploration of built environment, Case Studies.
- Measure drawings, analytical studies to understand building order, anthropometric content in design inputs lectures on factors affecting design and design disciplines.
- Mental and visual 3D perception

Outcome

- Students will learn about observation and logical skills to involve understanding of a space creation.
- Students will learn desired written and presentations skills to express their designs.
- Students will able to visualize the idea and concept with expression of thoughts via appropriate communication method.
- Students should learn all aspects of **technical representation of drawings** to express and document their design projects through graphical communication.
- Students will be able to express all drawing contents through all taught mediums of communication.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L.Peterson**, Design Basics for Creative Results**, F&W Publications, Inc. Noone, Donald.J, Creative Problem solving, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.
- Bhatt, N.D. and Panchal V.M. **Engineering Drawing: Plane and Solid Geometry**, 42nd ed. Charotar Pub., Anand, 2000

ID 121 Building Materials & Construction & Technology - I	6 - 6

Focus: Understanding of basic building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as mud, brick, stone, bamboo, timber, etc. and methods of preservation, treatment and types of uses.
- To help students understand the basic building elements, their function and behavior under various conditions with specific reference to 'load bearing construction' and simple non RCC frame structure.
- To develop strong sense of perception, understanding the basic principles of construction and materials.
- The emphasis should be on teaching the fundamental principles and constructional details suitable for Indian conditions.
- Students will be encouraged to study both in classroom and also outside at work sites in order to get the practical exposure.

Contents:

Construction

- Structural and nonstructural building elements and Terminologies.
- Basic wall section of load bearing and framed structures.
- Introduction to various tools and equipment's commonly used in construction
- Types of Masonry construction in brick and stone.
- Bamboo construction Methods.
- Stone construction joinery details.

Materials

Visual Qualities of Materials (Survey), Finishes through Colour and Texture, Developing Sample of textures, Perception regarding Design Visual

Mud: Fundamentals of soil science, types of soils, principles of soil stabilization, types of stabilizers, requirements and types of mud wall building and surface protection, advantage and disadvantage of mud construction.

Stones: Dressing of stones, characteristics of stones, testing of stones, uses of stone. preservation of stones, deterioration of stones, behavior of stone, fabrication, physical and chemical properties, selection of stones, types of stones.

Bricks: Types of bricks, Classification of bricks, Characteristics, Ingredients of bricks, Forms of bricks, Types of bonding in bricks.

Bamboo: Bamboo as plant classification, species, geographical distribution, anatomy of bamboo, properties, strength, processing, harvesting, working of bamboo tools, treatment and preservation of bamboo, uses of bamboo.

Timber:	Classification of trees, structure of trees, characteristics, seasoning of timber, defects and diseases, decay of timber, preservation, fire resistance, conservation of timber, storage of timber, uses of timber, manufacturing process of timber, hard wood, soft wood, advantages of timber construction.

Outcome

- Students learn about construction of the building using intelligence, bamboo, brick, stone through drawing case study.
- Students will learn basic understanding of materials with respect to building components and their construction methods.
- Students will get practical experience of making small shelter structures.
- Students will learn making of plan, elevation and section along with sketches and details showing methods of construction.
- Students will also get to know some analysis fundamentals skills required for selection of materials as per design requirements.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi, 1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 131	Basic Structure Design	3 - 3

Focus: Behavior of building elements and basic structural systems.

Objectives

- Understanding importance of structure and its contents with respect to behavior and language of building elements and components.
- To understand and link knowledge of architecture, civil engineering, statics and material in a natural way.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.
- Functions of structures. Primary and secondary forces acting on structures – gravitational force, live load, wind, temperature variation. Types of supports & their characteristics.
- Analysis & design – Design criteria.
- Primary elements of structure and their behavior.
- Factor of safety & factors affecting it. Characteristics of structural design – strength, stiffness and stability. Discussion on factors affecting them and ways of satisfying these requirements.
- Study of behavior of structures through models and testing them for given load.

Outcome

- Enable students to understand the concepts of building Structures.
- Students shall understand about the structural action of various elements.
- Students will have sufficient knowledge about various long span structures.
- Students should understand freedom of creativity, and encourages exploration, cooperation and discussion in the multi-genre science in which architecture is located.
- Student should learn that, the architecture and structure create a homogeneous unit, if the structure is not an obstacle to perceive the work and the architectonic shape creates a logical structural solution.
- Students will able to handle basic structure problems with Perception of structure, which is connected with a typological kind of a building, its size and function.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Rowland J. Main stone: **Development of Structural Form**
- Rangwala : **Engineering Materials**
- S.P.Bindra, S.P.Arora, **Building Construction**
- B.C. Punmia : **Strength of Materials vol - I**

ID 141 Evolution of Interior Spaces I	3 - 3

Focus:
The course emphasizes on developments of interior elements in response to social, religious, aesthetic and environmental factors. The course focuses on the three dimensional forms, plan forms and ornamentation.

Objectives

- To understand the effect of design movements and various schools of thought on interior environment.
- This investigation in the historical imperative in relation with design should be used by the students as an aid to the design process.

- To understand the historical progression of art and architecture in India and its application to formulate themes and concepts for contemporary designs.

Contents

- Elements of style and determinants of Interior environments in Egypt, Mesopotamia, Babylonia, Chinese, Japan, Greece, Rome and Europe in Early Christian, Romanesque, Gothic, Byzantine, Renaissance, Baroque and Rococo periods.
- An overview of Victorian, Elizabethan, art Nouveau arts and crafts, Cubism, surrealism, Romanticism etc. Forces of industrialization in Europe, changes in social structure, production systems, changes in technology and its impact on the life styles, arts and crafts and interior environments.
- Elements of style, interior environment, furniture etc in Jammu and Kashmir, Southern India, Gujarat, Rajasthan, Himachal Pradesh, states of North eastern India, Maharashtra, Uttar Pradesh, Orissa etc.
- History of modern movement in interior Design and architecture - developments of modern
  movements - various fields of design affecting interior ambiences directly - international modernism, regionalism and concerns with vernacular etc.
- Designers and their works with respect to interior architecture and interior elements of design. Contemporary expressions of styles and art forms.

Outcome:

- The knowledge to identify the common characteristics among the monuments of a particular style.
- Graphic skills to present and analyze the elements and explain its composition.
- Knowledge on good practices of Interior Design in the past.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- John F. Pile, **A history of interior design**, 2nd edition, Laurence King Publishing, 2005.
- Jeannie Ireland, **History of Interior Design**, air child publications, illustrated ed., 2009.

- Elaine, Michael Dywer, Christopher Mackinnon, Norman A. J. Berisford Denby , **A History of Interior Design**, Rhodec International, 1983.
- Giedion Sigfried, **Space, Time and Architecture: The growth of a new tradition**, 4th ed. Harvard University Press, Cambridge, 1962.
- Tadgell Cristopher, **The History of Architecture in India: From the dawn of civilization to the End of the Raj**, Om Book Service, New Delhi, 1990.
- Rowl Bejamin, **Art and Architecture of India.**
- Francis D.K. Ching, **Interior Design**, John Wiley & Sons, New York

ID 151 Basic Design	8 - 8

Focus:
The course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.

Objectives

- To create understanding and hands on skill based modes & methods of workshop art and its recording & analysis.
- To have knowledge of anthropometric content in Design, method of measurement. Human scale and proportion.
- To develop analytical thinking through exercises in fundamentals of composition, graphics, research and design process.
- To introduce representation and design drawing techniques and to facilitate effective visual communication.

Contents

- Comprehensive understanding of the design field: relationship of basic design to architectural design and design field in general. Performance requirements and criteria for judgement of design.
- Simple exercises of object drawings - natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.
- Introduction - Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling.
- Interiors and furniture sketching - Interior still life, perspectives, lighting & composition, textures and details, material expressions, individual pieces of furniture, elevations & plans etc. using different media. Drawing from photographs.
- Observation and its expression: Field, mode and methods of observation, recording and analyzing observations: its expression.
- Visual perception, Ideas as abstraction. Graphic tools to express abstraction (geometric content); and abstraction of environmental and architectural observation.
- Human dimension: Anthropometric content in design, methods of measurement, idea of human scale and proportion.
- Basic shelter: Understanding of basic shelter and its related factors through chosen examples, methods of learning.
- WORKSHOP: - Hands on practical training and creation of 3D structures to express innovation and supernatural ideas.

Outcome:

- Enable students to learn the various tools used in carpentry, metal work, masonry, painting etc. and get a reasonable skill in handling the materials and tools there off.
- Students will get an opportunity to see directly the craftsmen's work, and interact with them face to face.

Examination Pattern:

- Theory: 0 %
- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Ching, Francis D.K. **Architecture Form, space, and Order**, 2nd ed. Van Nostrand Reinhold, New York, 1996.
- Hanks, A.David. **Decorative Designs of Frank Lloyd Wright**, Dover Publications, Inc. New York, 1999.
- Helper, E.Donald, Wallach, I.Paul. **Architecture Drafting and Design**, 3rd ed. McGraw-Hill Book Company, New York, 1977.
- John.F. Pile, **Color in Interior Design**, Mc-Graw Hill professional, Ist edition, 1997
- Johannes Item, **The Art of color**, John Wiley & Sons; Revised edition, 1997
- Jonathan Pore, **Interior Color by Design, Volume 2: A design tool for Home owners, Designers and Architects**, Rockport publishers, 2005.
- Ethel Rompilla, **Color for Interior Design**, Harry N. Abrams, 2005.
- Itten, Johannes. **Design and Form: The basic course at the Bauhaus**, Thames and Hudson Ltd., London 1997.
- Krier, Rob. **Architectural Composition**, Academy Editions, London, 1988.
- Meiss, pierre Von. **Elements of Architecture: Form to place**, E and FN Spon, London, 1992.
- Pipes, Alan**. Drawing for 3-Dimensional Design**. Thames and Hudson Ltd., London, 1990.
- Smithies, K.W. **Principles of Design in Architecture**. Chapman and Hall, 1983.
- Wucius, Wong. **Principles of two Dimensional Design**. Van Nostrand Reinhold 1972.
- aureen Mitton, **Interior Design Visual Presentation: A Guide to graphics, models and presentation techniques**, 3rd edition, wiley publishers, 2007

- Mogali Delgade Yanes and Ernest Redondo Dominquez, **Freehand drawing for Architects and Interior Designers**, ww.Norton & co., 2005

- Francis D.Ching, **Design Drawing**, Wiley publishers Moris, I.H.Geometrical Drawing for Art Students.

- Thoms, E.French. **Graphics Science and Design**, New York: MC Graw Hill.

- Nichols, T.B. and Keep, Norman. **Geometry of Construction**, 3rd ed. Cleaver - Hume Press Ltd., London, 1959.

- Gill, P.S. **T.B. of Geometrical Drawing**, 3rd ed. Dewan Suhil Kumar kataria, Ludhiana, 1986.

- Shah, M.G., Kale, C.M. and Patki, S.Y. **Building Drawing: with an integrated approach to built environment**, 7th ed. Tata Mc Graw Hill Pub., Delhi, 2000.

- Bies, D.John. **Architectural Drafting: Structure and Environment** Bobbs -

Merril Educational Pub., Indianapolis.

- Nelson, A. John. **H.B. of Architectural and Civil Drafting**, Van Nostrand Reinhold, New York, 1983.

- Francis D. Ching - **Architectural Graphics**, Wiley publishers, 2002

ID 161	Colour Theory & Techniques	2 - 2

Focus: Physics, physiology and psychology of colours – visible spectrum, coloured light, colour temperature, colour interaction, colour blindness

Objective: To study and understand the importance of colours and its implementation in Design.

Content:

- Colour Systems: Colour aid system and colour systems in practice, simplified colour system, colour terminology, special colour issues, mixed colour effects, effects of texture, using colour systems.
- Colour wheel – primary, secondary, tertiary colours, colour wheel, colour schemes colour value, intensity, and modification of colour hues – tints, shades, neutralization. Colour charts – types, making and using. Colour harmony, use of colour harmony.
- Psychological impact of colour – warm, cool and neutral colours, impact of specific hues, meanings from colour, colour and form, colour and light, colour and surface qualities, colour and distances and scales. Problems with colour. Use of colour in various functional contexts – Residential interiors, Non Residential interiors. Use of colour in special situations – out door/indoor spaces, accessories, art works etc.
- Colour in Historic Interiors – Ancient Egypt, Greece, Rome, Early Christian and Byzantine, Middle Ages, Renaissance, Colonial America, Victorian Era, Eclecticism, Art Deco, Modernism, Post Modernism.

Outcome:

Students will understand colors and its implementation in design.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Randall whitehead, **The Art of living**
- Source book- Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, Lighting design in Architectur**

ID 112 Design Studio-II	10 - 10

Focus: To shape spaces through an understanding of elements that builds a design language and continuing from previous semester, reinforcing the understanding & importance of representing different objects through 2D & 3D geometry and learning more complex skills in the same direction.

Objectives

- To have emphasis on relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- To teach design parameters with respect to site and environment.
- To design space through program, site analysis, area volume diagrams.
- To understand documentation of site, site analysis and basic report writing.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in architecture and learning techniques & skills to represent different objects through 2D & 3D geometry thus developing visualization of geometric forms to use it in designing.

Contents

- Principles of abstraction, spatial ordering, kinds of form and their principles of combination light and perception of space and form.
- Elements of architecture, spatial order, modulation of space, space structure form co-relation, program interpretation, choice of theme, abstraction, spatial scales, ordering mechanisms, evolution of form.
- Different ways of presentation of solids in 3D projections, like Axonometric & Isometric.
- Studying sciography and methods of representing it in 2D projections.
- Applying sciography to 3D geometrical projections especially Isometric projections.
- Understanding basic principles of perspective drawings – relatively realistic way for presentation. Introduction of basic elements such as station point, picture plane, eye level, center of vision, cone of vision, vanishing points etc.
- Drawing one point and two point perspectives through
    - Plan and Elevation method
    - Plan and vanishing points method
    - Measuring point method.

Outcome

- Enable students to emphasis on analytical skill to develop design and its management.
- Student shall gain depth knowledge of visualization and enhanced conception of ideas.
- Enable students to understand shades and shadow, solar path and its relation to build masses.
- Students shall learn perspective drawing in 2D & 3D projection to accumulate space drawings with measurements.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- John. F. Pile, **Perspective for Interior Designers**, Watson - Guptill, 1989.
- Ernest. R. Norling, **Perspective made easy**, Dover publications, 1999
- Joseph D, Amelio, **Perspective Drawing Hand book**, Dover publications, 2004

ID 122 Building Materials & Construction Technology-II	7 - 7

Focus: Understanding of advanced building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as paint, glass, tiles, lime and timber boards, etc. and methods of preservation, treatment and types of uses.
- To understand both in general and in detail the methods of construction by using Timber products such as ply wood.
- To understand in detail, the methods of construction by using basic materials such as clay products and natural timber for structural and non- structural components.
- To understand building industry through various market surveys.
- To gain basic knowledge of hardware, plumbing and sanitary products through case studies.

Contents

- Brick masonry (continued) – acute / obtuse angled joints, cavity wall construction.
- Types of foundation.
- Lintel & arches – types and their construction.
- Simple wooden joinery
- Construction details in door, window and staircase.
- Ferrous & nonferrous materials iron, steel, market forms of steel, aluminum and copper.

Outcome

- Student will learn Introduction to concrete technology and its materials i.e. composite buildings, complex buildings and steel buildings.
- Student also learns construction of Basic building elements such as door, window, stair-case, floor, roof, dome and vault etc.
- An understanding of basic services and hardware and sanitary equipment's for construction methods.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub.

Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 132 Design Thinking	3 - 3

Focus: Behavior of Design and creativity of thinking. The course introduces the different tools and techniques of creativity as applicable to problem solving in design

Objectives

- Understanding importance of Creative thinking in Design, its contents with respect to behavior and language of building elements and components.
- To understand and Join knowledge of architecture, civil engineering, statics and material in a natural way.
- To introduce lateral thinking and facilitate innovative design solutions.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.

- Thinking techniques - Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking. Simple exercises based on thinking techniques
- Tools and techniques of creativity - mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, provocation, movement, setting up provocations, sensitizing techniques, group or individual techniques. Simple design exercises.
- Problem statements - Brain writing with unrelated stimuli, idea mapping, random input, story boarding exercises, problem solving techniques - Divide and conquer, hill climbing strategy, means -ends analysis, trial and error, brain storming, morphological analysis, method of focal objects, lateral thinking, steps developed by Polya, Dekker, De Bono and others, research, analogy, reduction (complexity), TRIZ, Halpern‟s techniques etc. Simple Design exercises
- Functions of design.
- Creative solutions applicable to designs - Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process - conceptual design, embodiment design, detail design, Iterations

Outcome

- Enable students to understand the concepts of design in architecture.
- Apply the concepts of action of forces on a body and design.
- Enable students to think in creative ways.
- The concepts of elastic constants and its applications for various types of problems with thorough understanding of creative thinking.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L. Peterson**, Design Basics for Creative Results**, F&W Publications, Inc.
- Noone, Donald.J, **Creative Problem solving**, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.

ID 142 Evolution of Interior Spaces- II	3 - 3

Focus:

The course provides a framework to analyze and design furniture forms scientifically and sensitizes the student's visual perception of furniture as a single form and as a system in a given interior space.

Objectives

- Imparts the knowledge of various styles, systems and products available in the market. Enhances the knowledge of ergonomics, materials, design and working parameters in designing furniture.
- Develops systematic design approach and space planning through furniture as elements of design.

Contents

- **Ancient Furniture(**Assyrian Egyptian, Greek and Roman Furniture**)**
- **The Middle Ages,** Byzantine, Romanesque, Gothic
- **Chinese Furniture:** Sources of information, Form, Colour, Materials, Surface decorations, Types of furnitures
- **17th Century 1600-1700 --Age of cabinets:** Introduction & Elements of style
- **Early 18th Century 1700-1760 New forms& Evolution of Mirrors** Introduction & Elements of style
- **Late 18th Century 1760-1800 Neo-Classicism:** Introduction & Elements of style
- **Early 19th Century 1800-1840:** Introduction & Elements of style
- **Mid 19th Century 1840-1900 Turmoil & progress:** Introduction & Elements of style
- **Art & Crafts 1880-1920** Reaction to Industrialisation
- **Art Nouveau 1880-1915 Age of Transition**
- **Art Deco 1919-1940**
- **Modernism 1925- 1970**
- **Mid century modern 1945-1970**
- **Post modern & Contemporary 1970 .**
- **Craft & Technology**

Outcome

- The students understand Indian architecture as a response to the political and socio cultural conditions present in India at different points of time.
- The architectural responses will be understood with respect to technology style and character.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Joseph Aronson, **The Encyclopedia of Furniture**: Third Edition 1961
- Bradley Quinn, **Mid-Century Modern: Interiors, Furniture, Design Details**, Conran Octopus Interiors, 2006.

- Jim Postell, **Furniture Design**, Wiley publishers, 2007.
- Edward Lucie-Smith, **Furniture: A Concise History (World of Art)** , Thames and Hudson, 1985
- Robbie. G. Blakemore, **History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe**, Wiley publishers, 2005.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995

ID 152 Furnishing	3 - 3

Focus: The course provides a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.

Objective

Imparts the knowledge of various styles, systems and products available in the market.
Enhances the aesthetic perception, materials, design and working parameters in designing products and accessories.
Develops systematic design approach and integration of designed furnishings with the interior.

Contents

Role of furnishings in interiors. Integration of furnishings in interior design. Orientation to sociocultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.
Soft Furnishing: Meaning, Importance – relationship of furnishings with space, selection and use of furnishings – functional and decorative.
Care and Maintenance of Soft Furnishings: Stain removal, mending and darning, laundering, storage of furnishings.
Home Furnishing , Study of Window, Window treatments: curtains & draperies
Upholstery – covering materials and other items
Fittings for Doors & Windows, Ventilators:

Outcome

The course prepares the student for mass production of decorative furnishings and products for various life styles of people with the parameters of economy.

Examination Pattern:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and David Vleck, Designer‟s **Guide to Decorative Accessories**, Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of**
- **material selection in product design**, Butter Worth Heinemann, 1st edition, 2002.
- International Design Yearbook, 1995: **Furniture, Lighting, Tableware, Textiles and Products**, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development**, McGraw-Hill Education Singapore; 4th edition, 2007

- William Lidwell, Kritina Holden, Jill Butler ,**Universal Principles of Design**, Rockport publishers, 2003.

- June Fish, **Designing and Printing textiles**, Crowood press, 2005

- R.W.Lee, **Printing on Textiles by Direct and Transfer Techniques**, Noyes Data Corporation, 1981

- Marypaul Yates, **Fabrics: A guide for architects and Interior Designers**, Norton publishers, 2002.

- Corky Bingelli, **Materials for Interior Environments**, John wiley and sons, 2007

MDC 003 **Environment Studies**	**4 - 4**

Focus: Architecture and Interior Design as a system of environmental control

Objective

- To study human heat balance and comfort.
- To familiarize students with the design and settings for buildings for daylight and factors That influence temperature
- To inform about the air pattern around buildings and the effect of wind on design and siting of buildings
- To expose the students to the various design strategies for building in different types of climatic zones.

Contents

- Ecology & environment
- Climate- factors affecting, classification, modes of measurement, assessment tools
- Climate change & Carbon footprint
- Comfort- factors affecting, theories and proposed modes of measurement, assessment tools
- Introduction to building physics & Green buildings.

Outcome

- Understanding of thermal balance in human beings
- Designing climate responsive structure
- Conceptual understanding of air flow in buildings

Examination Pattern:

- Continuous Evaluation Mid Term 1: I hour duration 25 marks Weightage: 12.5%
- Mid Term 2: I hour duration 25 marks Weightage: 12.5%
- End Term: 3-hour duration 100 marks Weightage: 50%
- Field work and Report writing: ----- Weightage: 25%

Second Year

ID 211	**Design Studio – III**	**16 - 16**

Focus:
A. Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the residential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for Residences depending on different concepts
- Need and Importance of interiors in Residential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being identical.
- Residential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the residential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confidence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

ID 221	Building Materials & Applications - I	4 - 4

Focus: The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi, 1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at individual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humid climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

ID 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bidet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of residence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxidation, sewage treatment, oxidation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HID s, neon lamps and their lighting characteristics, Design considerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

ID 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and Bedside table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, Residential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.
The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
-

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, David Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program
Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

ID 212	Design Studio IV	16 - 16

Focus: A. Residential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of grids, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A Guide to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with Confidence: A step-by-step guide**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

ID 222	Building Materials & Applications II	4 - 4

Focus: The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber - properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- residential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A Guide to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

ID 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: **Heat Ventilation and Air Conditioning (HVAC)**
Air cooling and air conditioning, planning and design considerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grid. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions**,** Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan David, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- David Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

ID 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 272	Space & furniture design-II	3 - 3

Focus: Provides an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, David Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

ID 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur –** Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***Guidelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

ID 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

ID 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, residential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A Guide to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

ID 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.

- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.

- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.

- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

ID 361	**Elective / Workshop**	**2 - 4**

STAGE II

ID 312	**Practical Training**	**0 – 28**

Objectives:
To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.
To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candidate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candidate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candidate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.
A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)
No candidate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

ID 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara, ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A Guide to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

ID 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: Provides an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

ID 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wide exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collecti on and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- Individual student's presentation in 10 PowerPoint slides – first draft and discussion.
- Deciding the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slides and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- Individual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

ID 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which provide the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

ID 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: Idea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.
- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIID) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIID as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – David Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

ID 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:
Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:
Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:
Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:
Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation, Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:
Prevention of deterioration, Preservation of the existing state, Consolidation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction
Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:
Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:
Assignments, tests, quiz and end term exam.

References:

- Fielden, Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.
- Fielden, Bernard, ***Guidelines for Conservation***, 1989, INTACH, New Delhi.
- Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.
- Salvador Munoz-Vinas , ***Contemporary Theory of Conservation*** , 2005, Elsevier.
- Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- Guiding Principles 2007***, Getty Conservation Institute. Los Angeles.
- Jukka Jokilehto , ***A history of architectural Conservation*** , 1999, butterworth Heinemann.

ID 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/validity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, David Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), Cambridge University Press, 1984.

ID 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

ID 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provides a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapid prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and David Vleck, **Designer"s Guide to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William Lidwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

ID 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guidelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

ID 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroid filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view-**The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography-**Photographing buildings**, David Wilson, Rotovision

SESSION
2017-2018

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF DESIGN

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme												Autumn Semester
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)			
			L	T	P	Total Contact hours			CW	MTE	ETE	
AUTUMN SEMESTER	FD101	Design Concepts-I	1	-	4	5	3	3	50	-	50	
	FD111	Drawing & Color	1	-	4	5	3	3	50	-	50	
	FD121	Material and Process	1	-	2	3	2	3	50	-	50	
	FD131	Communication Design- I	1	-	4	5	3	3	30	20	50	
	FD141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50	
	FD151	Environment & Waste Management	3	-	-	3	3	3	50	-	50	
	FD161	Social and Professional Ethics	3	-	-	3	3	3	50	-	50	
	Sub Total		12	-	16	28	20					

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme												Spring Semester
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)			
			L	T	P	Total Contact hours			CW	MTE	ETE	
SPRING SEMESTER	FD102	Design Concepts-II	2	-	6	8	5	3	50	-	50	
	FD112	Visualization and Representation	2	-	6	8	5	3	50	-	50	
	FD122	Material- Exploration and Prototyping	2	-	4	6	4	3	50	-	50	
	FD132	Communication Design - II	1	-	4	5	3	3	30	20	50	
	FD142	History of Art & Culture-II	2	-	2	4	3	3	30	20	50	
	Sub Total		9		22	31	20					

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD151

L-T-P-C
2-0-2-3

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context.
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads-Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Environment & Waste Management
Course Code: FD 161 **L-T-P-C**
3-0-0-3

Course Objectives:

- To familiarize students with basics of environmental sciences , disaster & waste management.

Course Description:

UNIT-I

- **General:** Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation
- **Renewable & Non-renewable resources:** Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas
- **Environmental Pollution and their effects**: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015 .
- **Disaster Management**: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

UNIT-II

- **Disaster Preparedness and Response Preparedness:** Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of

Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

- **Waste Management:** Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).
- **Solid Waste Management Act** :Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Learning Outcomes:

- Under this the students will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.
- Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.
- Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques

Text Books:

- Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
- Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
- Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
- Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress - Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code: FD 171 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of 'I' and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:

The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion,* Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

  1) http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html,
  2) http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/
  3)http://www.slideshare.net/abiramprince/textile-fibers
  4)http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp
  5)http://www.slideshare.net/mohnishmadkaikar/fabric-study,
  6)http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/
  7) http://www.yarn.com/webs-knitting-crochet-yarns-fiber/

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion,* Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

  1) http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html,
  2) http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/
  3)http://www.slideshare.net/abiramprince/textile-fibers
  4)http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp
  5)http://www.slideshare.net/mohnishmadkaikar/fabric-study,
  6)http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/
  7) http://www.yarn.com/webs-knitting-crochet-yarns-fiber/

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**

Course code: FD 223 **0-0-96-3**

Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**

Garment Construction Methods and Techniques

1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction*. Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year

Autumn Semester

L-T- P- C
16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

- Observe, analyze and apply the basic elements, principles and skills of visualization, presentation and actualization to body types, form and movements in context of women's casual wear.
- Develop an understanding of three dimensional representations and realization of Women's Casual wear through illustration and rendering techniques.
- Present and communicate visually.

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

- Seaman, Julian. Foundation in fashion design and illustration. London: Batsford, 2001
- Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006
- Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.Blackman, Cally. Hundred years of fashion illustration. London: Laurence King, 2007
- Watanabe, Naoki. Contemporary Fashion Illustration Techniques, Rockport Publishers

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finish ing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing.* Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

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Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing. Identifying Dyeing Defects: Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

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Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books

- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

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Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Second Year

Spring Semester

L-T-P-C

13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

• *Watanabe, Naoki*. Contemporary Fashion Illustration Techniques, Rockport Publishers

• Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

• Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

• Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

• Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

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Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

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Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan,* California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India,* U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume,* New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs,* New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques- Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques- Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles*, London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes*, New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan*, London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present*, New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles*, New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India*, New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles*, Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2*, OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com
www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr,
www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India
www.indiaheritage.org/creative/creative_textiles.htm
www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles
www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles
www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies-III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FD 306	**Electives B** [+]	1	-	2	3	**2**		50[~]	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
Spring	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2015-16. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C

1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore., Understanding Aesthetics for the Merchandising & Design Professional.. UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.

  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, "Costume, Textiles and Jewellery of India – Traditions in Rajasthan", New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers - Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L-T-P-C
2-0-2-3

Title of Course: (Elective B +) Fashion Critique

Course code: FD 306-4

Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism.
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics.

  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.
- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4 - UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

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Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:
Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.
2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.
3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development.

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

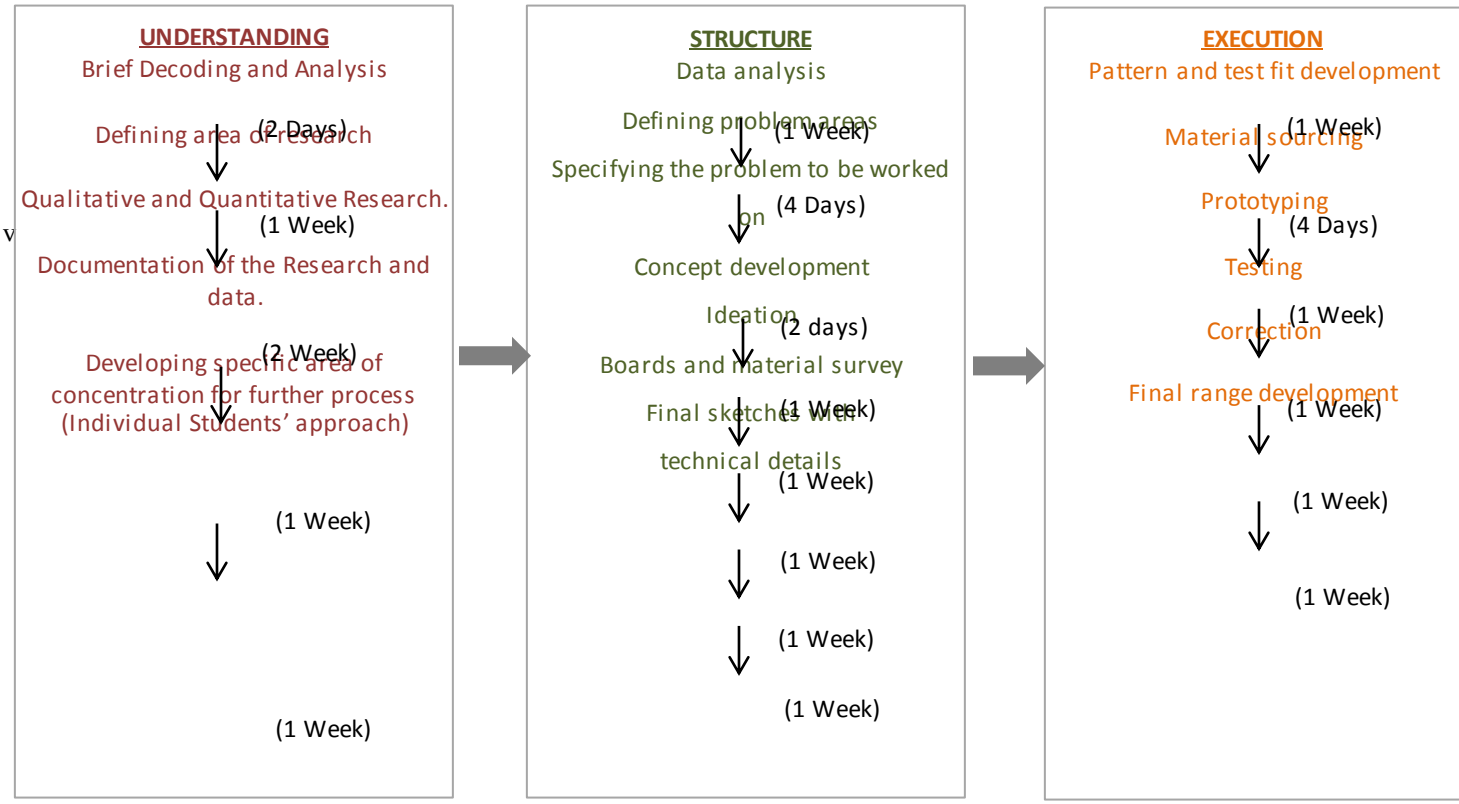
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Second Year

AUTUMN SEMESTER

Semester	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

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	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

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Second Year

Title of Course: Fashion Design Process **L-T-P-C 1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being a ware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

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Second Year

Title of Course: Basics of Pattern Making & Draping **L-T-P-C 1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e . 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Second Year

L-T-P-C

Title of Course: Garment Construction **0-0-6-3**

Course code: FM 223

Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's - A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

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Second Year

L T P C

Title of Course: History of Indian Costumes **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood - The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion - From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

Title of Course: Study of Fashion Products | **L T P C**
2 0 4 4

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html ,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion- combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:

25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.

- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rd edition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy- Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy- Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising Buying Styles **L T P C** **3- 2 - 4**

Course code: FM 234

Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion - The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums - Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- **Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com**
- **www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com**
- **www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India**
- **www.indiaheritage.org/creative/creative_textiles.htm**
- **www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles**
- **www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles**
- **www.nopr.niscair.res.in/bitstream/123456789/10310.pdf**
- **Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK**

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Third Year

Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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Spring Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Third Year

Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Third Year

Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

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Third Year

Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event, Event team, Code of ethics

Unit II: Principles of event Management, concept & designing, Analysis of concept, Logistics of concept.

Unit III:Feasibility, Keys to success, SWOT Analysis

Unit IV: Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools

Unit V:Protocols, Dress codes, staging, staffing

Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Third Year

Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Third Year

Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

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Third Year

Spring Semester

L-T- P-C

Title of Course: Market research _____

Course Code: FM 316

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I

- Research theory: defining purpose of market research

UNIT II

- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III

- Defining Research and Review of Literature

UNIT IV

- Methods and procedures of conducting research and method of analysis

UNIT V

- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship*", Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnIb9c

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Third Year

Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I
- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II
- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III
- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV
- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising ▶ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising ▶ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising ▶ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising ▶ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

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Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____

Course Code: FM 346

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I

- Evolution of Digital Media Marketing and website creation.

UNIT II

- Blogging and Content Marketing and Search Engine Optimization

UNIT III

- Social Media Marketing and Online Advertising

UNIT IV

- Influencer and Affiliate Marketing

UNIT V

- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.

- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018 https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps https://youtu.be/KgwrnjVRHRw

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Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6

AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____

Course Code: FM 366

Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I

- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II

- Production and suppliers and Demand planning

UNIT- III

- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV

- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By :David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

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AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

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SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

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Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: **Instructional Methodology:**

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6

AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis

- Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

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Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

First Year **B. Interior Design Stage - 1**

First Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 111	A. Design Studio –I B. Architectural Graphics Skills- Manual & Computers I	8 (4 + 4)	8	0 800 400 + 400 (200 + 200) (200 +200)	50% 50%	0	3
	ID 121	Building Materials & Construction Technology -I	6	6	100 500 250 + 250	50% 50%	3	3
	ID 131	Basic Structure Design	3	3	50 250 125 + 125	50% 50%	2	0
	ID 141	Evolution of Interior Spaces I	3	3	50 250 125 + 125	50% 50%	2	3
	ID 151	Basic Design	8	8	0 800 400 + 400	50% 50%	0	3
	ID 161	Colour Theory & Techniques	2	2	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	30				12

	Subject Code	Subject Name	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 112	A. Design Studio –II B. Architectural Graphics Skills- Manual & Computers II	10 (5 + 5)	10	0 1000 500 + 500 (250 + 250) (250 +250)	50% 50%	0	3
	ID 122	Building Materials & Construction Technology -II	7	7	100 600 300 + 300	50% 50%	3	3
	ID 132	Design Thinking	3	3	50 250 125 + 125	50% 50%	2	3
	ID 142	Evolution of Interior Spaces II	3	3	50 250 125 + 125	50% 50%	2	3
	ID 152	Furnishing	3	3	0 300 150 + 150	50% 50%	0	0
	MDC 003	Environmental Studies	4	4	400 0	50% 50%	3	0
	TOTAL		30	30				12

Second Year **B. Interior Design**

Second Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal	Exam Theory External	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 211	Design Studio – III, ,Computer Application I, Principles & Elements of Design, & Communication skills	15 (9 +6)	15	0 (450 + 450)	1500 900 + 600 (300+300)	50%	50%	0	6
	ID 221	Building Materials & Applications - I	4	4	100	300 150 + 150	50%	50%	3	0
	ID 241	Interior Environmental Analysis	3	3	50	250 125 + 125	50%	50%	2	3
	ID 251	Building Services - I	3	3	100	200 100 + 100	50%	50%	3	0
	ID 281	Space & Furniture Design-I	2	2	0	200 100 + 100	50%	50%	0	3
		Value Added Courses (Foreign Language)	3	6	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	33						12

ID 271 Related Study Programme 2 Credit

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal	Exam Theory External	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 212	Design Studio – IV, Computer Application II, & Theory of Design	16 (12+4)	16	0 (600 + 600)	1600 1200 + 400 (200+200)	50%	50%	0	6
	ID 222	Building Materials & Applications - II	4	4	100	300 150 + 150	50%	50%	3	0
	ID 242	Landscape for Interiors - I	2	2	50	150 75 + 75	50%	50%	2	3
	ID 252	Building Services -II	3	3	100	200 100 + 100	50%	50%	0	3
	ID 272	Space & Furniture Design-II	3	3	100	200 100 + 100	50%	50%	3	0
		Value Added Courses	2	4	0	200 100 + 100	50%	50%	0	0
	TOTAL		30	32						12

Third Year B. Interior Design

Third Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory / Sessional Internal / External	Weightage Internal / ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 311	Design Studio – V	16	16	0 / 1600 (800 + 800)	50% / 50%	0	6
	ID 321	Revitalization of Arts & Crafts	2	2	100 / 300 (150 + 150)	50% / 50%	3	0
	ID 331	Specification, Quantity & Estimation	3	3	50 / 250 (125 + 125)	50% / 50%	2	0
	ID 341	Landscape for Interiors - II	3	3	0 / 300 (150 + 150)	50% / 50%	0	0
	ID 351	Working Drawing and Computer Application	4	4	50 / 350 (175 + 175)	50% / 50%	2	0
	ID 361	Elective/Workshop	2	4	0 / 200 (100 + 100)	50% / 50%	0	6
	TOTAL		30	32				12

Third Year B. Interior Design Stage - 2

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory / Sessional Internal / External / Viva	Weightage Internal / ETE	Exam Duration	Field Trips / Semester
Spring Semester	ID 312	Practical Training	28	0	0 / 2800 (1400 + 700+700)	50% / 50%	0	0

Fourth Year B. Interior Design

Fourth Year Subject to Approval

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Exam Theory Sessional External	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Autumn Semester	ID 411	Design Studio – VII	16	16	0	1600 800 + 800	50%	50%	0	6
	ID 431	Retail Design & Visual Merchandising	3	3	50	250 125 + 125	50%	50%	2	0
	ID 461	Elective/Workshop	2	4	0	200 100 + 100	50%	50%	0	3
	ID 471	Interior Imaging & Branding	3	3	100 50 + 50	200 100 + 100	50%	50%	3	0
	ID 481	Professional practice	3	3	100	200 100 + 100	50%	50%	3	0
	ID 491	Conservation, Restoration & Readaptation	3	3	10 0	200 100 + 100	50%	50%	3	3
	TOTAL		30	32						12

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Internal	Exam Theory Sessional External Viva	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Spring Semester	D 412	Dissertation/Thesis	24	24	0	2400 1200+600+600	50%	50%	0	12
	D 422	Advance Elective -I	3	3	0	300 150 + 150	50%	50%	0	0
	D 432	Advance Elective -II	3	3	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	30						12

First Year B. Interior Design

ID 111	Design Studio-I	10 - 10

Focus:

A. Exploring principles of space making, introduction to the built environment and its creative exploration.

B. Learning techniques and skills to represent different objects through 2D & 3D geometry.

Objectives

- To deliver an introduction to architecture through analysis of building elements, such as floors, walls, doors, stairs, rooms, etc.
- To have an understanding of relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in design.

Contents

- Introduction to subject. Getting acquainted with necessary instruments of drawing. Learning to draw straight and curved lines with different qualities.
- Learning good lettering to improve and maintain quality of presentation.
- Learning meaning of terms `Plan' & `Elevations' and using them for drawing simple objects through `Orthographic Projections'.
- Learning theory of `Orthographic Projections' and drawing projections of points, lines, geometric solids.
- Drawing - Drawing sheet sizes, composition, fixing. Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth. Portfolio preparation.

- Architectural symbols - representation of building elements, openings, materials, accessories etc., terminology and abbreviations used in architectural presentation.

- Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.

- Measuring and drawing to scale - scales and construction of scales, simple objects, furniture, rooms, doors and windows etc. in plan, elevation and section etc. reduction and enlargement of drawings.

- Dealing with sections of simple geometric solids and their combinations.
- Learning principles of development of lateral surfaces of solids, applying them to work out and drawing developed surfaces of simple geometric solids and using them to make models of some of them.

- Auxiliary orthographic projection of solids and its application to sections of solids by inclined plans.
- Principles of space - making.
- Abstract sketches, model making, pencil and ink drawing, idea of human scale: methods of measurement.
- Site visits, experiential exploration of built environment, Case Studies.
- Measure drawings, analytical studies to understand building order, anthropometric content in design inputs lectures on factors affecting design and design disciplines.
- Mental and visual 3D perception

Outcome

- Students will learn about observation and logical skills to involve understanding of a space creation.
- Students will learn desired written and presentations skills to express their designs.
- Students will able to visualize the idea and concept with expression of thoughts via appropriate communication method.
- Students should learn all aspects of **technical representation of drawings** to express and document their design projects through graphical communication.
- Students will be able to express all drawing contents through all taught mediums of communication.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L.Peterson**, Design Basics for Creative Results**, F&W Publications, Inc. Noone, Donald.J, Creative Problem solving, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.
- Bhatt, N.D. and Panchal V.M. **Engineering Drawing: Plane and Solid Geometry**, 42nd ed. Charotar Pub., Anand, 2000

ID 121 Building Materials & Construction & Technology - I	6 - 6

Focus: Understanding of basic building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as mud, brick, stone, bamboo, timber, etc. and methods of preservation, treatment and types of uses.
- To help students understand the basic building elements, their function and behavior under various conditions with specific reference to 'load bearing construction' and simple non RCC frame structure.
- To develop strong sense of perception, understanding the basic principles of construction and materials.
- The emphasis should be on teaching the fundamental principles and constructional details suitable for Indian conditions.
- Students will be encouraged to study both in classroom and also outside at work sites in order to get the practical exposure.

Contents:

Construction

- Structural and nonstructural building elements and Terminologies.
- Basic wall section of load bearing and framed structures.
- Introduction to various tools and equipment's commonly used in construction
- Types of Masonry construction in brick and stone.
- Bamboo construction Methods.
- Stone construction joinery details.

Materials

Visual Qualities of Materials (Survey), Finishes through Colour and Texture, Developing Sample of textures, Perception regarding Design Visual

Mud: Fundamentals of soil science, types of soils, principles of soil stabilization, types of stabilizers, requirements and types of mud wall building and surface protection, advantage and disadvantage of mud construction.

Stones: Dressing of stones, characteristics of stones, testing of stones, uses of stone. preservation of stones, deterioration of stones, behavior of stone, fabrication, physical and chemical properties, selection of stones, types of stones.

Bricks: Types of bricks, Classification of bricks, Characteristics, Ingredients of bricks, Forms of bricks, Types of bonding in bricks.

Bamboo: Bamboo as plant classification, species, geographical distribution, anatomy of bamboo, properties, strength, processing, harvesting, working of bamboo tools, treatment and preservation of bamboo, uses of bamboo.

Timber:	Classification of trees, structure of trees, characteristics, seasoning of timber, defects and diseases, decay of timber, preservation, fire resistance, conservation of timber, storage of timber, uses of timber, manufacturing process of timber, hard wood, soft wood, advantages of timber construction.

Outcome

- Students learn about construction of the building using intelligence, bamboo, brick, stone through drawing case study.
- Students will learn basic understanding of materials with respect to building components and their construction methods.
- Students will get practical experience of making small shelter structures.
- Students will learn making of plan, elevation and section along with sketches and details showing methods of construction.
- Students will also get to know some analysis fundamentals skills required for selection of materials as per design requirements.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi, 1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 131	Basic Structure Design	3 - 3

Focus: Behavior of building elements and basic structural systems.

Objectives

- Understanding importance of structure and its contents with respect to behavior and language of building elements and components.
- To understand and link knowledge of architecture, civil engineering, statics and material in a natural way.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.
- Functions of structures. Primary and secondary forces acting on structures – gravitational force, live load, wind, temperature variation. Types of supports & their characteristics.
- Analysis & design – Design criteria.
- Primary elements of structure and their behavior.
- Factor of safety & factors affecting it. Characteristics of structural design – strength, stiffness and stability. Discussion on factors affecting them and ways of satisfying these requirements.
- Study of behavior of structures through models and testing them for given load.

Outcome

- Enable students to understand the concepts of building Structures.
- Students shall understand about the structural action of various elements.
- Students will have sufficient knowledge about various long span structures.
- Students should understand freedom of creativity, and encourages exploration, cooperation and discussion in the multi-genre science in which architecture is located.
- Student should learn that, the architecture and structure create a homogeneous unit, if the structure is not an obstacle to perceive the work and the architectonic shape creates a logical structural solution.
- Students will able to handle basic structure problems with Perception of structure, which is connected with a typological kind of a building, its size and function.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Rowland J. Main stone: **Development of Structural Form**
- Rangwala : **Engineering Materials**
- S.P.Bindra, S.P.Arora, **Building Construction**
- B.C. Punmia : **Strength of Materials vol - I**

ID 141 Evolution of Interior Spaces I	3 - 3

Focus:
The course emphasizes on developments of interior elements in response to social, religious, aesthetic and environmental factors. The course focuses on the three dimensional forms, plan forms and ornamentation.

Objectives

- To understand the effect of design movements and various schools of thought on interior environment.
- This investigation in the historical imperative in relation with design should be used by the students as an aid to the design process.

- To understand the historical progression of art and architecture in India and its application to formulate themes and concepts for contemporary designs.

Contents

- Elements of style and determinants of Interior environments in Egypt, Mesopotamia, Babylonia, Chinese, Japan, Greece, Rome and Europe in Early Christian, Romanesque, Gothic, Byzantine, Renaissance, Baroque and Rococo periods.
- An overview of Victorian, Elizabethan, art Nouveau arts and crafts, Cubism, surrealism, Romanticism etc. Forces of industrialization in Europe, changes in social structure, production systems, changes in technology and its impact on the life styles, arts and crafts and interior environments.
- Elements of style, interior environment, furniture etc in Jammu and Kashmir, Southern India, Gujarat, Rajasthan, Himachal Pradesh, states of North eastern India, Maharashtra, Uttar Pradesh, Orissa etc.
- History of modern movement in interior Design and architecture - developments of modern
  movements - various fields of design affecting interior ambiences directly - international modernism, regionalism and concerns with vernacular etc.
- Designers and their works with respect to interior architecture and interior elements of design. Contemporary expressions of styles and art forms.

Outcome:

- The knowledge to identify the common characteristics among the monuments of a particular style.
- Graphic skills to present and analyze the elements and explain its composition.
- Knowledge on good practices of Interior Design in the past.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- John F. Pile, **A history of interior design**, 2nd edition, Laurence King Publishing, 2005.
- Jeannie Ireland, **History of Interior Design**, air child publications, illustrated ed., 2009.

- Elaine, Michael Dywer, Christopher Mackinnon, Norman A. J. Berisford Denby , **A History of Interior Design**, Rhodec International, 1983.
- Giedion Sigfried, **Space, Time and Architecture: The growth of a new tradition**, 4th ed. Harvard University Press, Cambridge, 1962.
- Tadgell Cristopher, **The History of Architecture in India: From the dawn of civilization to the End of the Raj**, Om Book Service, New Delhi, 1990.
- Rowl Bejamin, **Art and Architecture of India.**
- Francis D.K. Ching, **Interior Design**, John Wiley & Sons, New York

ID 151 Basic Design	8 - 8

Focus:
The course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.

Objectives

- To create understanding and hands on skill based modes & methods of workshop art and its recording & analysis.
- To have knowledge of anthropometric content in Design, method of measurement. Human scale and proportion.
- To develop analytical thinking through exercises in fundamentals of composition, graphics, research and design process.
- To introduce representation and design drawing techniques and to facilitate effective visual communication.

Contents

- Comprehensive understanding of the design field: relationship of basic design to architectural design and design field in general. Performance requirements and criteria for judgement of design.
- Simple exercises of object drawings - natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.
- Introduction - Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling.
- Interiors and furniture sketching - Interior still life, perspectives, lighting & composition, textures and details, material expressions, individual pieces of furniture, elevations & plans etc. using different media. Drawing from photographs.
- Observation and its expression: Field, mode and methods of observation, recording and analyzing observations: its expression.
- Visual perception, Ideas as abstraction. Graphic tools to express abstraction (geometric content); and abstraction of environmental and architectural observation.
- Human dimension: Anthropometric content in design, methods of measurement, idea of human scale and proportion.
- Basic shelter: Understanding of basic shelter and its related factors through chosen examples, methods of learning.
- WORKSHOP: - Hands on practical training and creation of 3D structures to express innovation and supernatural ideas.

Outcome:

- Enable students to learn the various tools used in carpentry, metal work, masonry, painting etc. and get a reasonable skill in handling the materials and tools there off.
- Students will get an opportunity to see directly the craftsmen's work, and interact with them face to face.

Examination Pattern:

- Theory: 0 %
- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Ching, Francis D.K. **Architecture Form, space, and Order**, 2nd ed. Van Nostrand Reinhold, New York, 1996.
- Hanks, A.David. **Decorative Designs of Frank Lloyd Wright**, Dover Publications, Inc. New York, 1999.
- Helper, E.Donald, Wallach, I.Paul. **Architecture Drafting and Design**, 3rd ed. McGraw-Hill Book Company, New York, 1977.
- John.F. Pile, **Color in Interior Design**, Mc-Graw Hill professional, Ist edition, 1997
- Johannes Item, **The Art of color**, John Wiley & Sons; Revised edition, 1997
- Jonathan Pore, **Interior Color by Design, Volume 2: A design tool for Home owners, Designers and Architects**, Rockport publishers, 2005.
- Ethel Rompilla, **Color for Interior Design**, Harry N. Abrams, 2005.
- Itten, Johannes. **Design and Form: The basic course at the Bauhaus**, Thames and Hudson Ltd., London 1997.
- Krier, Rob. **Architectural Composition**, Academy Editions, London, 1988.
- Meiss, pierre Von. **Elements of Architecture: Form to place**, E and FN Spon, London, 1992.
- Pipes, Alan**. Drawing for 3-Dimensional Design**. Thames and Hudson Ltd., London, 1990.
- Smithies, K.W. **Principles of Design in Architecture**. Chapman and Hall, 1983.
- Wucius, Wong. **Principles of two Dimensional Design**. Van Nostrand Reinhold 1972.
- aureen Mitton, **Interior Design Visual Presentation: A Guide to graphics, models and presentation techniques**, 3rd edition, wiley publishers, 2007

- Mogali Delgade Yanes and Ernest Redondo Dominquez, **Freehand drawing for Architects and Interior Designers**, ww.Norton & co., 2005

- Francis D.Ching, **Design Drawing**, Wiley publishers Moris, I.H.Geometrical Drawing for Art Students.

- Thoms, E.French. **Graphics Science and Design**, New York: MC Graw Hill.

- Nichols, T.B. and Keep, Norman. **Geometry of Construction**, 3rd ed. Cleaver - Hume Press Ltd., London, 1959.

- Gill, P.S. **T.B. of Geometrical Drawing**, 3rd ed. Dewan Suhil Kumar kataria, Ludhiana, 1986.

- Shah, M.G., Kale, C.M. and Patki, S.Y. **Building Drawing: with an integrated approach to built environment**, 7th ed. Tata Mc Graw Hill Pub., Delhi, 2000.

- Bies, D.John. **Architectural Drafting: Structure and Environment** Bobbs -

Merril Educational Pub., Indianapolis.

- Nelson, A. John. **H.B. of Architectural and Civil Drafting**, Van Nostrand Reinhold, New York, 1983.

- Francis D. Ching - **Architectural Graphics**, Wiley publishers, 2002

ID 161	Colour Theory & Techniques	2 - 2

Focus: Physics, physiology and psychology of colours – visible spectrum, coloured light, colour temperature, colour interaction, colour blindness

Objective: To study and understand the importance of colours and its implementation in Design.

Content:

- Colour Systems: Colour aid system and colour systems in practice, simplified colour system, colour terminology, special colour issues, mixed colour effects, effects of texture, using colour systems.
- Colour wheel – primary, secondary, tertiary colours, colour wheel, colour schemes colour value, intensity, and modification of colour hues – tints, shades, neutralization. Colour charts – types, making and using. Colour harmony, use of colour harmony.
- Psychological impact of colour – warm, cool and neutral colours, impact of specific hues, meanings from colour, colour and form, colour and light, colour and surface qualities, colour and distances and scales. Problems with colour. Use of colour in various functional contexts – Residential interiors, Non Residential interiors. Use of colour in special situations – out door/indoor spaces, accessories, art works etc.
- Colour in Historic Interiors – Ancient Egypt, Greece, Rome, Early Christian and Byzantine, Middle Ages, Renaissance, Colonial America, Victorian Era, Eclecticism, Art Deco, Modernism, Post Modernism.

Outcome:

Students will understand colors and its implementation in design.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Randall whitehead, **The Art of living**
- Source book- Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, Lighting design in Architectur**

ID 112 Design Studio-II	10 - 10

Focus: To shape spaces through an understanding of elements that builds a design language and continuing from previous semester, reinforcing the understanding & importance of representing different objects through 2D & 3D geometry and learning more complex skills in the same direction.

Objectives

- To have emphasis on relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- To teach design parameters with respect to site and environment.
- To design space through program, site analysis, area volume diagrams.
- To understand documentation of site, site analysis and basic report writing.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in architecture and learning techniques & skills to represent different objects through 2D & 3D geometry thus developing visualization of geometric forms to use it in designing.

Contents

- Principles of abstraction, spatial ordering, kinds of form and their principles of combination light and perception of space and form.
- Elements of architecture, spatial order, modulation of space, space structure form co-relation, program interpretation, choice of theme, abstraction, spatial scales, ordering mechanisms, evolution of form.
- Different ways of presentation of solids in 3D projections, like Axonometric & Isometric.
- Studying sciography and methods of representing it in 2D projections.
- Applying sciography to 3D geometrical projections especially Isometric projections.
- Understanding basic principles of perspective drawings – relatively realistic way for presentation. Introduction of basic elements such as station point, picture plane, eye level, center of vision, cone of vision, vanishing points etc.
- Drawing one point and two point perspectives through
    - Plan and Elevation method
    - Plan and vanishing points method
    - Measuring point method.

Outcome

- Enable students to emphasis on analytical skill to develop design and its management.
- Student shall gain depth knowledge of visualization and enhanced conception of ideas.
- Enable students to understand shades and shadow, solar path and its relation to build masses.
- Students shall learn perspective drawing in 2D & 3D projection to accumulate space drawings with measurements.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- John. F. Pile, **Perspective for Interior Designers**, Watson - Guptill, 1989.
- Ernest. R. Norling, **Perspective made easy**, Dover publications, 1999
- Joseph D, Amelio, **Perspective Drawing Hand book**, Dover publications, 2004

ID 122 Building Materials & Construction Technology-II	7 - 7

Focus: Understanding of advanced building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as paint, glass, tiles, lime and timber boards, etc. and methods of preservation, treatment and types of uses.
- To understand both in general and in detail the methods of construction by using Timber products such as ply wood.
- To understand in detail, the methods of construction by using basic materials such as clay products and natural timber for structural and non- structural components.
- To understand building industry through various market surveys.
- To gain basic knowledge of hardware, plumbing and sanitary products through case studies.

Contents

- Brick masonry (continued) – acute / obtuse angled joints, cavity wall construction.
- Types of foundation.
- Lintel & arches – types and their construction.
- Simple wooden joinery
- Construction details in door, window and staircase.
- Ferrous & nonferrous materials iron, steel, market forms of steel, aluminum and copper.

Outcome

- Student will learn Introduction to concrete technology and its materials i.e. composite buildings, complex buildings and steel buildings.
- Student also learns construction of Basic building elements such as door, window, stair-case, floor, roof, dome and vault etc.
- An understanding of basic services and hardware and sanitary equipment's for construction methods.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub.

Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 132 Design Thinking	3 - 3

Focus: Behavior of Design and creativity of thinking. The course introduces the different tools and techniques of creativity as applicable to problem solving in design

Objectives

- Understanding importance of Creative thinking in Design, its contents with respect to behavior and language of building elements and components.
- To understand and Join knowledge of architecture, civil engineering, statics and material in a natural way.
- To introduce lateral thinking and facilitate innovative design solutions.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.

- Thinking techniques - Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking. Simple exercises based on thinking techniques
- Tools and techniques of creativity - mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, provocation, movement, setting up provocations, sensitizing techniques, group or individual techniques. Simple design exercises.
- Problem statements - Brain writing with unrelated stimuli, idea mapping, random input, story boarding exercises, problem solving techniques - Divide and conquer, hill climbing strategy, means -ends analysis, trial and error, brain storming, morphological analysis, method of focal objects, lateral thinking, steps developed by Polya, Dekker, De Bono and others, research, analogy, reduction (complexity), TRIZ, Halpern‟s techniques etc. Simple Design exercises
- Functions of design.
- Creative solutions applicable to designs - Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process - conceptual design, embodiment design, detail design, Iterations

Outcome

- Enable students to understand the concepts of design in architecture.
- Apply the concepts of action of forces on a body and design.
- Enable students to think in creative ways.
- The concepts of elastic constants and its applications for various types of problems with thorough understanding of creative thinking.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L. Peterson**, Design Basics for Creative Results**, F&W Publications, Inc.
- Noone, Donald.J, **Creative Problem solving**, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.

ID 142 Evolution of Interior Spaces- II	3 - 3

Focus:

The course provides a framework to analyze and design furniture forms scientifically and sensitizes the student's visual perception of furniture as a single form and as a system in a given interior space.

Objectives

- Imparts the knowledge of various styles, systems and products available in the market. Enhances the knowledge of ergonomics, materials, design and working parameters in designing furniture.
- Develops systematic design approach and space planning through furniture as elements of design.

Contents

- **Ancient Furniture(**Assyrian Egyptian, Greek and Roman Furniture**)**
- **The Middle Ages,** Byzantine, Romanesque, Gothic
- **Chinese Furniture:** Sources of information, Form, Colour, Materials, Surface decorations, Types of furnitures
- **17th Century 1600-1700 --Age of cabinets:** Introduction & Elements of style
- **Early 18th Century 1700-1760 New forms& Evolution of Mirrors** Introduction & Elements of style
- **Late 18th Century 1760-1800 Neo-Classicism:** Introduction & Elements of style
- **Early 19th Century 1800-1840:** Introduction & Elements of style
- **Mid 19th Century 1840-1900 Turmoil & progress:** Introduction & Elements of style
- **Art & Crafts 1880-1920** Reaction to Industrialisation
- **Art Nouveau 1880-1915 Age of Transition**
- **Art Deco 1919-1940**
- **Modernism 1925- 1970**
- **Mid century modern 1945-1970**
- **Post modern & Contemporary 1970 .**
- **Craft & Technology**

Outcome

- The students understand Indian architecture as a response to the political and socio cultural conditions present in India at different points of time.
- The architectural responses will be understood with respect to technology style and character.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Joseph Aronson, **The Encyclopedia of Furniture**: Third Edition 1961
- Bradley Quinn, **Mid-Century Modern: Interiors, Furniture, Design Details**, Conran Octopus Interiors, 2006.

- Jim Postell, **Furniture Design**, Wiley publishers, 2007.
- Edward Lucie-Smith, **Furniture: A Concise History (World of Art)** , Thames and Hudson, 1985
- Robbie. G. Blakemore, **History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe**, Wiley publishers, 2005.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995

ID 152 Furnishing	3 - 3

Focus: The course provides a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.

Objective

Imparts the knowledge of various styles, systems and products available in the market.
Enhances the aesthetic perception, materials, design and working parameters in designing products and accessories.
Develops systematic design approach and integration of designed furnishings with the interior.

Contents

Role of furnishings in interiors. Integration of furnishings in interior design. Orientation to sociocultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.
Soft Furnishing: Meaning, Importance – relationship of furnishings with space, selection and use of furnishings – functional and decorative.
Care and Maintenance of Soft Furnishings: Stain removal, mending and darning, laundering, storage of furnishings.
Home Furnishing , Study of Window, Window treatments: curtains & draperies
Upholstery – covering materials and other items
Fittings for Doors & Windows, Ventilators:

Outcome

The course prepares the student for mass production of decorative furnishings and products for various life styles of people with the parameters of economy.

Examination Pattern:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and David Vleck, Designer‟s **Guide to Decorative Accessories**, Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of**
- **material selection in product design**, Butter Worth Heinemann, 1st edition, 2002.
- International Design Yearbook, 1995: **Furniture, Lighting, Tableware, Textiles and Products**, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development**, McGraw-Hill Education Singapore; 4th edition, 2007

- William Lidwell, Kritina Holden, Jill Butler ,**Universal Principles of Design**, Rockport publishers, 2003.

- June Fish, **Designing and Printing textiles**, Crowood press, 2005

- R.W.Lee, **Printing on Textiles by Direct and Transfer Techniques**, Noyes Data Corporation, 1981

- Marypaul Yates, **Fabrics: A guide for architects and Interior Designers**, Norton publishers, 2002.

- Corky Bingelli, **Materials for Interior Environments**, John wiley and sons, 2007

MDC 003 **Environment Studies**	**4 - 4**

Focus: Architecture and Interior Design as a system of environmental control

Objective

- To study human heat balance and comfort.
- To familiarize students with the design and settings for buildings for daylight and factors That influence temperature
- To inform about the air pattern around buildings and the effect of wind on design and siting of buildings
- To expose the students to the various design strategies for building in different types of climatic zones.

Contents

- Ecology & environment
- Climate- factors affecting, classification, modes of measurement, assessment tools
- Climate change & Carbon footprint
- Comfort- factors affecting, theories and proposed modes of measurement, assessment tools
- Introduction to building physics & Green buildings.

Outcome

- Understanding of thermal balance in human beings
- Designing climate responsive structure
- Conceptual understanding of air flow in buildings

Examination Pattern:

- Continuous Evaluation Mid Term 1: I hour duration 25 marks Weightage: 12.5%
- Mid Term 2: I hour duration 25 marks Weightage: 12.5%
- End Term: 3-hour duration 100 marks Weightage: 50%
- Field work and Report writing: ----- Weightage: 25%

Second Year

ID 211	**Design Studio – III**	**16 - 16**

Focus:
A. Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the residential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for Residences depending on different concepts
- Need and Importance of interiors in Residential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being identical.
- Residential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the residential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confidence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

ID 221	Building Materials & Applications - I	4 - 4

Focus: The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi, 1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at individual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humid climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

ID 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bidet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of residence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxidation, sewage treatment, oxidation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HID s, neon lamps and their lighting characteristics, Design considerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

ID 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and Bedside table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, Residential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.
The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
-

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, David Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program
Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

ID 212	Design Studio IV	16 - 16

Focus: A. Residential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of grids, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A Guide to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with Confidence: A step-by-step guide**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

ID 222	Building Materials & Applications II	4 - 4

Focus: The course provides information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber - properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

ID 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- residential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A Guide to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

ID 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: **Heat Ventilation and Air Conditioning (HVAC)**
Air cooling and air conditioning, planning and design considerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grid. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions**,** Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan David, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- David Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

ID 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 272	Space & furniture design-II	3 - 3

Focus: Provides an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new ideas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, David Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

ID 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

ID 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur –** Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***Guidelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

ID 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

ID 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, residential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A Guide to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

ID 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.

- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.

- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.

- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

ID 361	**Elective / Workshop**	**2 - 4**

STAGE II

ID 312	**Practical Training**	**0 – 28**

Objectives:
To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.
To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candidate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candidate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candidate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.
A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)
No candidate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

ID 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara, ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A Guide to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

ID 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: Provides an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

ID 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wide exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collecti on and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- Individual student's presentation in 10 PowerPoint slides – first draft and discussion.
- Deciding the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slides and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- Individual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

ID 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which provide the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

ID 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: Idea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.
- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIID) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIID as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – David Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

ID 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:
Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:
Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:
Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:
Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation, Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:
Prevention of deterioration, Preservation of the existing state, Consolidation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction
Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:
Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:
Assignments, tests, quiz and end term exam.

References:

- Fielden, Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.
- Fielden, Bernard, ***Guidelines for Conservation***, 1989, INTACH, New Delhi.
- Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.
- Salvador Munoz-Vinas , ***Contemporary Theory of Conservation*** , 2005, Elsevier.
- Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- Guiding Principles 2007***, Getty Conservation Institute. Los Angeles.
- Jukka Jokilehto , ***A history of architectural Conservation*** , 1999, butterworth Heinemann.

ID 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/validity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, David Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), Cambridge University Press, 1984.

ID 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

ID 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provides a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapid prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and David Vleck, **Designer"s Guide to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William Lidwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

ID 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guidelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

ID 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroid filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view-**The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography-**Photographing buildings**, David Wilson, Rotovision

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking. Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing*. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry*. Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites http://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning*. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor*. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods*. Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion*. Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction*. Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**

Course code: MM 141

Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000*. Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series)*. Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry **30-0-30-3**
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume*. Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz 4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics*. Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rd edition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion)*. Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition*. Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess*. Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition)*.John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand*. Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets*. Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**

1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice*. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture*. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture)*. A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers*. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
   b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
   c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
   d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture*. Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

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Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: **Instructional Methodology:**

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow. **(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products **(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level.

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243

Pre-requisite(s): **MM 111** Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000),*Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship"*,Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

COLLEGE OF FASHION DESIGN AND MERCHANDISING (CFDM)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

SESSION

2018-2019

Syllabus

Bachelor of Commerce (Honours)
(w.e.f. 2018)

MODY UNIVERSITY OF SCIENCE &TECHNOLOGY
(ISO 14001:2004 certified)
(State University under section 2/f of the U.G.C. Act 1956)
Lakshmangarh – 332 311, Distt. – Sikar (Rajasthan)
Website: www.modyuniversity.ac.in

REVISED

Bachelor of Commerce (Honours)

Programme Level: Undergraduate **Duration:** Three Years (Six Semesters)

Objective:

The undergraduate programme in commerce is structured to impart analytical skills and intellectual advancement to understand the complexities in the working of the present scenario. It seeks to expose the students to various concepts in economics, finance, accounts and research and encourage them to uphold logical integrity and objectivity in professional endeavours. The course provides a sound theoretical basis in finance and accounts theory supplemented by practical applications of theories. The course in statistics and business mathematics is developed to enable the students to lay a strong foundation in those areas of research that is frequently used to understand the various concepts of finance and accounting theory. The objective of statistics course is to cultivate statistical thinking among students by acquainting them with various statistical methods and their application in different fields of commerce.

The first batch of the programme in MUST is proposed to be admitted in the session 2017-2018.

Input Qualification:

Candidate should have passed 10+2 from a recognized board with at least 50% marks and having proficiency in English.

Evaluation Procedure:

All Rules and Regulations as provided in the Ordinances and Regulations of Undergraduate Programmes shall be followed.

B. Com. (Hons.)
Three-Year Programme
Academic Curriculum (2018-19 onwards)
First Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
								CW		MTE	ETE
			L	T	P			Group Learnng	Individual Learning		
Autumn Semester	**Core Courses**										
	BC 111	Financial Accounting	3	-	-	3	3	15	10	25	50
	BC 121	Business Laws	3	-	-	3	3	15	10	25	50
	BC 131	Business Statistics	3	-	-	3	3	15	10	25	50
	BC 141	Management Principles & Applications	3	-	-	3	3	15	10	25	50
	Ability Enhancement Compulsory Courses										
	MDC 003	Environmental Studies	3	1	-	4	3	15	10	25	50
	Generic Course										
	BC 151	Microeconomics	3	-	-	3	3	15	10	25	50
		Sub Total	**18**	**1**	**-**	**19**					
	GE 103	Proficiency (Non-Credit) #				1					

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
								CW		MTE	ETE
			L	T	P			Group Learnng	Individual Learning		
Spring Semester	**Core Courses**										
	BC 112	Organisational Behaviour	3	-	-	3	3	15	10	25	50
	BC 122	Corporate Laws	3	-	-	3	3	15	10	25	50
	BC 132	Advanced Financial Accounting	3	-	-	3	3	15	10	25	50
	BC 142	Advanced Business Statistics	3	-	-	3	3	15	10	25	50
	Ability Enhancement Compulsory Courses										
	BC 152	Business Communication	3	-	-	3	3	15	10	25	50
	Generic Course										
	BC 162	Macroeconomics	3	-	-	3	3	15	10	25	50
		Sub Total	**18**	**-**	**-**	**18**					
	GE 104	Proficiency (Non-Credit) #				1					

B. Com. (Hons.)
Three-Year Programme
Academic Curriculum (2018-19 onwards)
Second Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
								CW		MTE	ETE
			L	T	P			Group Learnng	Individual Learning		
Autumn Semester	**Core Courses**										
	BC 211	Income Tax Laws	4	-	-	4	3	15	10	25	50
	BC 221	Business Mathematics	4	-	-	4	3	15	10	25	50
	BC 231	Human Resource Management	3	-	-	3	3	15	10	25	50
	BC 241	Cost Accounting	3	-	-	3	3	15	10	25	50
	Skill Enhancement Compulsory Courses										
		Foreign Language-I[#]	3	-	-	3	3	15	10	25	50
		Mody University Elective	3	-	-	3	3	20	-	-	80
	Generic Course										
	BC 251	Principles of Insurance	3	-	-	3	3	15	10	25	50
		Sub Total	**23**	**0**	**0**	**23**					
	GE 203	Proficiency (Non-Credit) [#]				1					

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
								CW		MTE	ETE
			L	T	P			Group Learnng	Individual Learning		
Spring Semester	**Core Courses**										
	BC 212	Indirect Tax Laws	3	-	-	3	3	15	10	25	50
	BC 222	Corporate Accounting	4	-	-	4	3	15	10	25	50
	BC 232	Management Accounting	3	-	-	3	3	15	10	25	50
	BC 242	Computer Applications in Business	3	-	-	3	3	15	10	25	50
	Skill Enhancement Course										
		Foreign Language-II[#]	3	-	-	3	3	15	10	25	50
		Mody University Elective	3	-	-	3	3	20	-	-	80
	Generic Course										
	BC 252	Investing in Stock Markets	3	-	-	3	3	15	10	25	50
		Sub Total	**22**	**0**	**0**	**22**					
	GE 204	Proficiency (Non-Credit) [#]				1					

B. Com. (Hons.)
Three-Year Programme
Academic Curriculum (2018-19 onwards)
Third Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
								CW		MTE	ETE
			L	T	P			Group Learnng	Individual Learning		
Autumn Semester	BC 311	Principles of Marketing	3	-	-	3	3	15	10	25	50
	BC 321	Financial Management	3	-	-	3	3	15	10	25	50
	BC 331	Industrial Laws	3	-	-	3	3	15	10	25	50
	BC 341	Financial Markets, Institutions and Services	3	-	-	3	3	15	10	25	50
	BC 351	Operation research	4	-	-	4	3	15	10	25	50
	BC 361	Entrepreneurship	3	-	-	3		15	10	25	50
		Sub Total	**19**	**-**	**-**	**19**					
	GE 303	Proficiency (Non-Credit) #				1					

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)			
								CW		MTE	ETE
			L	T	P			Group Learnng	Individual Learning		
Spring Semester	BC 312	Auditing and Assurance	3	-	-	3	3	15	10	25	50
	BC 322	Financial Analysis and Reporting	3	-	-	3	3	15	10	25	50
	BC 332	Business Ethics & Corporate Governance	3	-	-	3	3	15	10	25	50
	BC 342	Fundamentals of Investment	3	-	-	3	3	15	10	25	50
	BC 352	Project Management	3	-	-	3	3	15	10	25	50
	BC 362	**Dissertation** **	-	-	-	6	3				100
		Sub Total	**15**	**-**	**-**	**21**					
		Total Credits	**115**	**1**	**-**	**122**					
	GE 306	Proficiency (Non-Credit) #				1					

CW: *Course Work;* ***MTE:*** *Mid Term Examination;* ***ETE*** *: End Term Examination*

 # The university offers five foreign languages, i.e. Chinese, French, Japanese, German and Spanish, out of which a student is required to select any one. There is no option of change once selected.

***Evaluation of Dissertation would comprise of Report and Viva-voce.*

FIRST YEAR
AUTUMN SEMESTER
(Semester – I)

BC 111 **Financial Accounting** **3-0-0-3**

Course Objective

To acquire conceptual knowledge of the financial accounting and to provide knowledge about the techniques for preparing accounts in different business organizations.

Course Content

Theoritical Framework: Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. Generally Accepted Accounting Principles and Conventions, Accounting Standard v/s International Accounting Standards. **Accounting Process:** From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditures & Receipts, Depreciation, Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only). [12]

Sectional and Self-balancing System: Introduction, advantages and disadvantages, scheme of entries (including effect and rectification of errors), transfer from one ledger to another, contra balances in ledger, self balancing ledgers vs. sectional balancing ledgers. [08]

Insurance Claims: Claims on account of loss of stock, loss of profit or consequential loss, loss of fixed assets, application of average clause, self-insurance and co-insurance, Entries in books of accounts, Workmen compensation insurance. [08]

Consignment Accounts: Important terms, Accounting records, Books of Consigner and consignee, Valuation of unsold stock, Conversion of consignment into branch, loss of goods—normal and abnormal. **Joint Venture Accounts:** Meaning of Joint Venture, Accounting records, Difference between Joint Venture and Partnership, Joint Venture vs. Consignment. [11]

Text Books

1. Mohamed Hanif and Mukherjee Amitabha., " *Financial Accounting"*, McGraw Hill Education, New Delhi.
2. Maheshwari, S.N., and Maheshwari, S. K., "*Financial Accounting",* Vikas Publishing House, New Delhi.

References:

1. Anthony, R.N. and Reece, J.S., "*Accounting Principles*", Richard Irvin Inc.
2. Lal, Jawahar., and Srivastava, Seema., "*Financial Accounting Text & Problems"*, Himalaya Publishing House, New Delhi.
3. Tulsian, P.C., " *Financial Accounting"*, Tata McGraw Hill, New Delhi.
4. Elliott, Barry., and Elliott, Jamie., " *Financial Reporting and Analysis",* Prentice Hall International.
5. Horngren, Charles T., " *Introduction to Financial Accounting"*, Pearson Education.

Note: Latest edition of text book and references must be used.

BC 121 **Business Laws** **3-0-0-3**

Course Objective

The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Course Content

The Indian Contract Act, 1872: Contract – meaning, characteristics and kinds; Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects; Void agreements; Discharge of contract – modes of discharge including breach and its remedies; Contingent contracts; Quasi – contracts; Contract of Indemnity and Guarantee; Contract of Bailment; Contract. [14]

The Sale of Goods Act, 1930: Contract of sale, meaning and difference between sale and agreement to sell; Conditions and warranties; Transfer of ownership in goods including sale by non-owners; Performance of contract of sale; Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer. [06]

The Limited Liability Partnership Act, 2008: Salient Features of LLP; Difference between LLP and Partnership, LLP and Company; LLP Agreement; Nature of LLP; Partners and Designated Partners; Incorporation Document; Incorporation by Registration, Registered office of LLP and change therein; Change of name; Partners and their Relations; Extent and limitation of liability of LLP and partners; Whistle blowing; Taxation of LLP; Conversion of LLP; Winding up and dissolution. [12]

The Information Technology Act 2000: Definitions under the Act; Digital signature; Electronic governance; Attribution, acknowledgement and dispatch of electronic records; Regulation of certifying authorities; Digital signatures certificates; Duties of subscribers; Penalties and adjudication; Appellate Tribunal; Offences. [07]

Text Books

1. Tulsian, P.C, "*Business Law"*, McGraw Hill, New Delhi.
2. Lee Reach, "*Business Laws"*, Oxford University Press, UK.

References:

1. Elliott, Barry., and Elliott, Jamie., " *Financial Reporting and Analysis",* Prentice Hall International.
2. Horngren, Charles T., " *Introduction to Financial Accounting"*, Pearson Education.
3. Kuchhal. M.C., "*Business Law*", Vikas Publishing House, New Delhi
4. *Information Technology Rules 2000 with Information Technology Act 2000,* Taxmann Publications Pvt. Ltd., New Delhi.

Note: Latest edition of text book and references must be used.

BC 131 **Business Statistics** **3-0-0-3**

Course Objective

To familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Course Content

Introduction to Statistics: Meaning, Definition, Scope, uses and limitations of statistics, Collection of primary and secondary data, Classification and tabulation of data, Graphs of frequency distribution and Curves. **Measures of Central Tendency** - arithmetic mean, geometric mean and harmonic mean. Median and Mode (and other partition values including quartiles, deciles, and percentiles). [10]

Measures of Dispersion: absolute and relative, Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance. **Moments** - Calculation and significance,Skewness: Meaning, Measurement using Karl Pearson and Bowley's measures; Concept of Kurtosis. [09]

Correlation Analysis - Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's co-efficient of correlation; Rank Correlation **Regression Analysis** - Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression. [13]

Index Numbers: Meaning and uses of index numbers. Construction of index numbers: fixed and chain base: univariate and composite. Aggregative and average of relatives – simple and weighted, Tests of adequacy of index numbers, Base shifting, splicing and deflating, Problems in the construction of index numbers, Construction of consumer price indices. Important share price indices, including BSE SENSEX and NSE NIFTY [07]

Text Books

1. Vohra N. D., "*Business Statistic"s"*, McGraw Hill New Delhi
2. Gupta, S.P., and Archana Gupta., "*Statistical Methods"*, Sultan Chand and Sons, New Delhi.

References:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui., "*Statistics for Management*", Pearson Education.
2. Berenson and Levine., "*Basic Business Statistics: Concepts and Applications*", Pearson Education.
3. Siegel Andrew F., "*Practical Business Statistics*", McGraw Hill.
4. Spiegel M.D., "*Theory and Problems of Statistics*", Schaum's Outlines Series. McGraw Hill Publishing Co.
5. Gupta, S.C., "*Fundamentals of Statistics*", Himalaya Publishing House.
6. Anderson Sweeney and William, "*Statistics for Students of Economics and Business"*, Cengage Learning.

Note: Latest edition of text book and references must be used.

BC 141 **Management Principles & Applications** **3-0-0-3**

Course Objective

The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

Course Content

Introduction: Concept – Need for study; Managerial functions – An overview; Coordination – Essence of management; Evolution of Management Thought – Classical, Neo classical and Modern approaches, MBO, Emerging issues in management. [08]

Planning: Types of Plan, Objectives of Planning, Planning process, SWOT, **Decision-making** – Concept, importance, Individual versus group decision making, Decision making process, Techniques of decision making. [12]

Organising & Staffing: Concept and importance; Process of organizing – An overview, span of management, line and staff authority, delegation of authority, centralization vs decentralization; Formal and informal organization; Types of organization structure; Concept and importance of staffing, Process of staffing. [12]

Directing and Controlling: Motivation – Concept, importance, intrinsic and extrinsic motivation; Motivation theories – Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y, Ouchi's Theory Z; Leadership – Concept, importance; Theories of leadership – Likert theory, Blake and Mouton's Grid theory, Tannenbaum and Schmidt Leadership continuum; Controlling – Concept, process, Principles of effective control, Major techniques of control. [07]

Text Books

1. Koontz, H. and Weihrich, H. *Essentials of Management*, Pearson Education.
2. Prasad, L.M., "*Principles and Practices of Management*", S Chand and Sons, New Delhi

References:

1. Luthans, F., "*Introduction to Management",* McGraw Hill.
2. Robbins, S. and Coulter, M.*Management*, Pearson Education.
3. Drucker P. F., *Practice of Management*, Mercury Books, London.
4. Griffin, R.W.,*Management Principles and Application*, Cengage Learning
5. Louis, A.Allen: Management and Organization; Mc Graw Hill, Tokyo.

Note: Latest edition of text book and references must be used.

MDC 003 **Environmental Studies** **3-1-0-4**

Course Objective

Environmental studies is one of the most important topics in the context of present civilization as the present status of environment is precarious and if proper and timely precautionary measures are not taken it has the potential to destroy many of the natural process that not only allows life to survive but also thrive. The objective of the course is to provide the student with an understanding of environmental issues.

Course Content

Environmental Science: Definition, scope and importance, Multidisciplinary nature. [02]

Ecology and Life Sustaining Process: Origin, evolution and diversification of life; natural selection; levels of selection. Ecosystem structure, functions; nutrient cycles; biomes; habitat ecology; primary and secondary productivity; Population ecology; metapopulation dynamics; growth rates; density growth; niche concept; Species interactions:. Biodiversity and bio conservation; genetic drift; biogeography and evolutionary ecology (Indian context only); gene-environment interaction; Endangered and endemic species of India. [06]

Present civilization and its engine: Empowerment through Science and Technology: Its power and its consequences. The strongest contemporary ideas of science and their consequences on society. Industrial Civilization and its engine. Economics and its limitations: meta economics Psychology: The Anatomy of Greed, Envy and Vanity (Freud's Psychoanalytic perspective, Hans Selye Stress Model; Self-regulation techniques) Unsustainable development. Traditional methods of protecting nature.

Suggested Case studies:

i) Cultural Basics of our Environmental Crisis:
ii) Ecofeminism [06]

Natural Resources (Renewable and Non-renewable Resources): Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over-utilization of surface and Ground Water, Mineral resources – Use and exploitation, Role of an individual in conservation of natural resources.

Suggested Case Studies:

i) What has posterity ever done for me?
ii) Energy policy and further future: The identity problem [05]

The story of Commons: Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, water logging, salinity, Drought, Earthquakes, Cyclones and Landslides.

Suggested Case Studies:

i) The tragedy of commons:
ii) We all live in Bhopal
iii) The Silent Spring; [06]

Social Issues and the Environment: Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer

depletion, Nuclear accidents and holocaust, Environmental Protection Laws in India. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. Role of Information Technology in environment and human health.

Suggested Case Studies:

i) Earth the Crowded Planet
ii) Famine Affluence and morality
iii) The world food supply

[06]

Protection and Prevention of Environment with Special intervention:

Environment Protection and the Law:
Constitution Provisions Relating to Environment, Constitutional provisions about states powers concerning acquisition, regulation and distribution of natural resources (water, forests, mines, oil).

Primary Protective Laws:
Environment Protection Act, 1986, Water (Prevention and Control) Act, 1974, Air (Prevention and Control) Act, 1981, Forest Act, 1927, Forest Conservation Act, 1980, Biodiversity Act, 2002, National Environment Tribunal Act, 1995, National Environment Appellate Act 1997, the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, National Green Tribunal Act, 2010.
Secondary Laws:

Noise pollution regulations: Environment Impact Assessment (EIA), rules relating to waste management (Solid wastes, hazardous wastes, bio-medical wastes, The Costal Regulation Zone Notification). Role of information technology in environment and human health, Greenhouse, its effect, remedies and international declaration related to it. [06]

Sustainable Development (Objective and Application):
Introduction: Dysfunctional civilization, Vision of sustainable world, Satyagraha for Conservation, Buddhist Attitude towards nature , Buddhists Economics

Case studies

a. **Management Sciences**: Carbon Credits and Trading , green marketing and cause related marketing
b. **Science and Engineering Issues**: Organic farming, Renewable energy.
c. **Built Environments**: Sustainable site planning, management of waste and its reduction, Low energy building materials and its implications, embodied energy, different case studies
d. **Sustainable fashion**: Online study of eco-fashion brands; how India can lead?
e. **Judicial activism** [11]

Field Trip & Report writing: (Any one of the following)

i) Visit to renewable energy site
ii) Visit to biodiversity park
iii) Workshop on sustainable fashion
iv) Shekhawati and its environment
v) Morarka Foundation (organic farms) Nawalgarh/ Piplantri village Rajsamand district [04]

Text Books

1. Environmental Science: A Global Concern, Cunningham William P. Saigo B Woodworth, McGraw-Hill Higher Education; Sixth Edition (2001)
2. Odum E. P. Barret G.W Fundamental of Ecology, 5 th Edition Cengage Learning, (2004)

References:

1. Environmental Law, S.C Shastri,5th Ed EBC Explorer, India, (2015)
2. Introduction to Psychology, C.T Morgan, R.A King, J.R. Weisz, J. R., & J. Schopler, International Student edition, Tata McGraw Hill, New Delhi (1986)
3. Small is Beautiful: Economics as if People Mattered E.F.Schumacher, Blond and Briggs, London (1973)
4. Heywood V.H. & Watson R.T. 1995. Global biodiversity assessment, Camb ridge Univ. Press
5. Our Common Future, Report on World Commission on Environment and Development United Nations Document(1987)
6. Al Gore, Dysfunctional Civilization: The Earth in Balance, Houghton, Mifflin, (1992)
7. Lester Brown, Christofer Favin, Sandra Postel, Vision of a Sustainable World, The Worldwatch Reader, Ed Lester R. Brown New York (1991)
8. W.P. Pruden and S.H. Anderson, Environmental Sciences, Charles. E., Meredith Publication, NY, USA(1983)

Mongraphs for suggested Case Studies :

9. Cultural Basics of our Environmental Crisis: Lweis W. Moncrief, Science Vol 170,508-12 (1970)
10. Ecofeminism: Karen J Warren Environmental Ethics, Vol 12 (1990)
11. Satyagraha for Conservation : Awakening the spirit of Hinduism: O. P. Dwivedi Ethics of Environment and Development, Edited by Engel and Engel, Bellhaven Press, UK (1990)
12. Buddhist Attitude towards nature: Lily De Silva, The Buddhist Attitude towards Nature, Ed: K.Sandell, Buddhist Publication Society, Sri Lanka (1987)
13. What has posterity ever done for me?: Robert Heilbroner, Times Magazine, New York (1975)
14. Energy policy and further future: The identity problem: Derek Parfit, Energy and the future , Eds MacLean and Brown, (1983)
15. The tragedy of commons: Grrettn Hardin, Science, 162 (1968)
16. We all live in Bhopal: George Bradford , Questing Technology, Freedom Press, US (1988)
17. The Silent Spring: Rachel Carson, Houghton Mifflin Co, US (1962)
18. Earth the Crowded Planet: Tristram Coffin, The Washington Spectator, Vol 17.15 (1991)
19. Famine Affluence and Morality: Peter Singer, World Hunger and Moral Obligation Ed William Aiken, Hugh, Lafollette, (1977)
20. The world food supply: Tristram Coffin, Washington Spectator, Vol 19.2, 1993

Note: Latest edition of text book and references must be used.

BC 151 **Microeconomics** **3-0-0-3**

Course Objective

To acquaint the students with the concepts of microeconomics dealing with consumer behaviour and producer behaviour and also understand the behaviour of firms under different market structures.

Course Content

Consumer Behaviour and Elasticity of Demand: Basic demand and supply analysis; Elasticity of demand: price, income and cross elasticity, point elasticity and arc elasticity, marginal revenue, average revenue and price elasticity of demand; Ordinal utility analysis of consumer behaviour: Budget line and indifference curve, consumer equilibrium. Income consumption curve and Engel curve, Price consumption curve and derivation of demand curve, Income and Substitution Effects of a price change; Consumers' Surplus; Revealed Preference theory. [08]

Production and Cost: Total, average and marginal product curves, Three stages of production, Production isoquants, marginal rate of technical substitution, economic region of production, Isocost lines, optimal combination of resources, the expansion path, returns to scale; **Cost of Production** - Concept of explicit costs, implicit costs and opportunity costs of production, derivation of short run and long run cost curves. Economies and Diseconomies of scale and the shape to the long run average cost. Learning curve and economies of scope. [12]

Perfect Competition: Assumptions, Equilibrium of the firm and the industry in the short run, Supply curve of firm and industry in the long run. Consumers' and Producers' Surplus and the efficiency of perfect competition. Welfare effects of an excise tax. [06]

Imperfect Competition: Monopolistic competition - price and output decision in the short run and long run, monopolistic competition and economic efficiency.

Monopoly: Monopoly short run and long run equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Comparison of pure competition and monopoly and the social costs of monopoly power including deadweight loss. Degree of price discrimination.

Oligopoly and Interdependence: Cournot's duopoly model (with reaction curves), kinked demand curve model, dominant firm price-leadership model, centralized cartels. Prisoners' Dilemma. [13]

Text Books

1. Dwivedi, D. N., "*Principles of Economics*", Vikas Publishing House New Delhi.
2. Deepashree, "*Microeconomics-Theory & Applications"*, Mc Graw Hill, New Delhi.

References:

1. Salvatore, Dominick, "*Principles of Microeconomics"*, Oxford International Student Edition.
2. Gould, J.P., and Lazear, E.P., "*Microeconomic Theory"*, All India Traveller Bookseller, New Delhi.
3. Pindyck, R.S., D. L. Rubinfeld and Mehta, P. L., "*Microeconomics"*, Pearson Education.
4. Koutsoyiannis A., "*Modern micro-economics*", Macmillan New Delhi.
5. Stigler, G., "*The Theory of price*", Prentice Hall Of India, New Delhi.
6. Jhingan M.L., "*Micro Economic Theory*", Vrinda Publications Pvt. Ltd., Delhi.

Note: Latest edition of text book and references must be used.

FIRST YEAR
SPRING SEMESTER
(Semester – II)

Organisational Behaviour 3-0-0-3

BC 112

Course Objective

To change the way students think about and analyze behavior in organizations so that students become a more thoughtful and effective employee, co-worker, and manager.

Course Content

Introduction: Organisational Theories - Classical, Neo-classical and Contemporary. Organisational Behaviour: concepts, determinants, challenges and Formal and Informal structures; Flat and Tall structures. Opportunities of OB. Contributing disciplines of OB. Organizational Behaviour Models. **Individual Behaviour:** Personality- Type A and B, Big Five personality types, Factors influencing personality; **Values and Attitudes**- Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes, measurement of attitude; **Learning** - Concept and Learning theories and reinforcement, Schedules of reinforcement; **Perception and Emotions**- Concept, Perceptual process, Importance, Factors influencing perception, perceptual errors and distortions, Emotional Intelligence. [15]

Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making. Nominal group technique and Delphi technique. Communication and Feedback, Models of Communication. Transactional Analysis, Johari Window. [05]

Motivation: Meaning and Importance of motivation, Theories- Vroom's Valence - Expectancy Theory, Intrinsic motivation by Ken Thomas .Behaviour modification, Motivation and organisational effectiveness, Measurement of motivation using standard questionnaire; **Leadership, Power and Conflict:** Concept and theories, Styles of leadership, Behavioural approach, Situational approach, Leadership effectiveness. Power and conflict. Bases of power, power tactics; Sources of conflict, Conflict Resolution Strategies. [11]

Dynamics of Organisational Behaviour: Organisational Culture and climate- Concept and determinants of organisational culture. Developing Organizational culture. Organisational change- Importance, Stability vs. Change, Proactive vs Reaction Change, Change Process, Managing Change. Individual and organisational factors to stress; Work Stressors, Consequences of stress on individual and organization; Prevention and Management of stress. [08]

Text Books

1. Stephen P. Robbins, Timothy A. Judge, and Vohra Neharika (2017), *"Organizational Behavior"*, 16th Edition, New Delhi, Pearson Education.
2. John W. Slocum and Don Hellriegel (2007), Fundamentals of Organizational Behavior", 1st Edition, New Delhi, Thomson.

References:

1. Fred Luthans (2013), *"Organizational Behavior-An Evidence-Based Approach"*, 12th Edition, New Delhi, McGraw Hill.
2. Margie Parikh and Rajen Gupta (2010), *"Organizational Behavior", 1st Edition*, New Delhi, McGraw Hill.
3. Udai Pareek and Sushama Khanna (2011), "*Understanding Organizational Behavior"*, 3rd Edition, New Delhi, Oxford University Press.

Note: Latest edition of text book and references must be used.

BC 122 **Corporate Laws** **3-0-0-3**

Course Objective

To impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.

Course Content

Introduction: Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Special Courts; characteristics of a company; common seal; lifting of corporate veil; types of companies including private and public company, government company, foreign company, one person company, small company, associate company, dormant company, producer company; association not for profit; illegal association; formation of company, promoters and their legal position, pre incorporation contract and provisional contracts; on-line registration of a company. [10]

Documents: Memorandum of association and its alteration, articles of association and its alteration, doctrine of constructive notice and indoor management, prospectus, shelf prospectus and red herring prospectus, misstatement in a prospectus; GDR; book building; issue, allotment and forfeiture of shares, calls on shares; public offer and private placement; issue of sweat capital; employee stock options; issue of bonus shares; transmission of shares, buyback and provisions regarding buyback; share certificate; D-Mat system; membership of a company. [10]

Management and Meetings: Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholders' director; director identity number (DIN); appointment, who can appoint a director, disqualifications, removal of directors; legal position, powers and duties; key managerial personnel, managing director, manager; meetings of shareholders and board; types of meeting, convening and conduct of meetings, requisites of a valid meeting; postal ballot, meeting through video conferencing, e-voting; committees of board of directors – audit committee, nomination and remuneration committee, stakeholders relationship committee, corporate social responsibility committee; prohibition of insider trading. [12]

Dividends, Accounts, Audit: Provisions relating to payment of dividend, provisions relating to books of account, provisions relating to audit, auditors' appointment, rotation of auditors, auditors' report, secretarial standards and secretarial audit; on-line filing of documents, winding up - concept and modes of winding up.

The Depositories Act 1996: Definitions; rights and obligations of depositories; participants, issuers and beneficial owners; inquiry and inspections, penalties. [07]

Text Books

1. Majumdar, A.K., and G.K. Kapoor, "*Company Law and Practice*", Taxmann, New Delhi.
2. *Companies Act and Corporate Laws*, Bharat Law House Pvt Ltd, New Delhi.

References:

1. Gowar, LCB, *Principles of Modern Company Law*, Stevens & Sons, London.
2. Ramaiya, *A Guide to Companies Act*, LexisNexis Buttersworth wadhwa.
3. Hanningan, Brenda, *Company Law*, Oxford University Press, U.K.
4. The Depositories Act, 1996.

Note: Latest edition of text book and references must be used.

BC 132 **Advanced Financial Accounting** **3-0-0-3**

Course Objective

To acquire conceptual and practical knowledge about the techniques for preparing accounts in different business organizations.

Course Content

Accounting for Hire Purchase and Installment System: Calculation of interest ,partial and full repossession, Hire purchase trading (total cash price basis), stock and debtors system; Concepts of Lease - Operating and Financial lease (theory only). **Accounting for Branches:** Concept of dependent branches; accounting aspects; debtors system, stock and debtors system, branch final accounts system and whole sale basis system, Independent branches; Concept-accounting treatment: important adjustment entries and preparation of consolidated profit and loss account and balance sheet. [15]

Accounting for Dissolution of the Partnership Firm: Accounting of Dissolution of the Partnership Firm including Insolvency of partners, sale to a limited company and piecemeal distribution. [05]

Departmental Accounts: Meaning and purpose, allocation of expenses, inter-departmental transfers. [08]

Royalty: Meaning and features**,** Types- Mining, Patent & Copyright**,** Minimum or dead rent, Short-workings and Excess-workings, Royalties receivable and Sublease. **Financial Statements for Not-for-Profit Organisations** [11]

Text Books

1. Mohamed Hanif and Mukherjee Amitabha., " *Financial Accounting"*, McGraw Hill Education, New Delhi.
2. Maheshwari, S.N., and Maheshwari, S. K., "*Financial Accounting",* Vikas Publishing House, New Delhi.

References:

1. Anthony, R.N. and Reece, J.S., "*Accounting Principles*", Richard Irvin Inc.
2. Lal, Jawahar., and Srivastava, Seema., "*Financial Accounting Text & Problems"*, Himalaya Publishing House, New Delhi.
3. Tulsian, P.C., " *Financial Accounting"*, Tata McGraw Hill, New Delhi.
4. Elliott, Barry., and Elliott, Jamie., " *Financial Reporting and Analysis",* Prentice Hall International.
5. Horngren, Charles T., " *Introduction to Financial Accounting"*, Pearson Education.

Note: Latest edition of text book and references must be used.

BC 142 **Advanced Business Statistics** **3-0-0-3**

Course Objective

To equip the students with statistical techniques applicable to the solutions of business problems. The emphasis will be on applications of concepts and tools to various business related problems and gain understanding of statistical techniques.

Course Content

Time Series Analysis: Time Series Data; Components of time series. Additive and multiplicative models; Trend analysis. Fitting of trend line using principle of least squares – linear, second degree parabola and exponential. Conversion of annual linear trend equation to quarterly/monthly basis and vice-versa; Moving averages; Seasonal variations- Calculation of Seasonal Indices using Simple averages, Ratio-to- trend, and Ratio-to-moving averages methods. **Permutations and Combinations:** Meaning and applications. [12]

Probability: Theory of Probability. Approaches to the calculation of probability, Calculation of event probabilities. Addition and multiplication laws of probability (Proof not required), Conditional probability and Bayes' Theorem (Proof not required), Mathematical Expectation and variance of a random variable. [08]

Probability distributions:

(a) Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution

(b) Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution

(c) Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities. [11]

Sampling Concepts, Sampling Distributions and Estimation: Population and samples, Parameters and Statistics, Sampling and non sampling error, Sampling methods including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling and Convenience sampling, Interval Estimation. [08]

Text Books

1. Vohra N. D., "*Business Statistic"s"*, McGraw Hilln New Delhi
2. Gupta, S.P., and Archana Gupta., "*Statistical Methods",* Sultan Chand and Sons, New Delhi.

References:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui., "*Statistics for Management*", Pearson Education.
2. Berenson and Levine., "*Basic Business Statistics: Concepts and Applications*", Pearson Education.
3. Siegel Andrew F., "*Practical Business Statistics*", McGraw Hill.
4. Spiegel M.D., "*Theory and Problems of Statistics*", Schaum's Outlines Series. McGraw Hill Publishing Co.
5. Gupta, S.C., "*Fundamentals of Statistics*", Himalaya Publishing House.
6. Anderson Sweeney and William, "*Statistics for Students of Economics and Business"*, Cengage Learning.

Note: Latest edition of text book and references must be used.

BC 152 **Business Communication** **3-0-0-3**

Course Objective

To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Course Content

Introduction: Nature, Process and Importance of Communication, Types of Communication (verbal & Non Verbal), Different forms of Communication. Barriers to Communication: Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers. **Non-Verbal Aspects of Communication:** Body language, Kinesics, Proxemics, Para language [10]

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter -office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume. **Effective Listening:** Principles of effective listening, Factors affecting listening exercises, Oral, Written, Video sessions and Seminars [10]

Report Writing: Identify the types of reports, define the basic format of a report, identify the steps of report writing, write a report meeting the format requirements, determine the process of writing a report, importance of including visuals such as tables, diagrams and charts in writing report, apply citation rules (APA style documentation) in reports. [08]

Business language and presentation: Importance of Business language, Vocabulary Words often confused, Words often misspelt, Common errors in English. Oral Presentation Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. **Technology and Business Communication:** Role, effects and advantages of technology in Business Communication like email, text messaging, instant messaging and modern techniques like video conferencing, social networking. Strategic importance of e-communication. [11]

Text Books

1. Kaul, "*Business Communication*", Prentice Hall, New Delhi.
2. Gupta, C.B., "*Business Communication*", Sulthan Chand & Sons, New Delhi.

References:

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley, Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Sharma, R.C., and Krishna Mohan, "*Business Correspondence and Report Writing*", Tata McGraw-Hill Publishing Company Limited, New Delhi.

Note: Latest edition of text book and references must be used.

BC 162 **Macroeconomics** **3-0-0-3**

Course Objective

To provide the student with knowledge of basic concepts of the macro economics and modern tools of macro-economic analysis. Macroeconomics is concerned with the vital economic issues that determine your own economic well-being as well as that of whole family and everyone you know. Macroeconomics is the study of the major economic totals, or aggregates.

Course Content

Introduction: Concept and Variables of macroeconomics, Income, Expenditure and The Circular flow, Components of expenditure. Consumption, Saving and Investment and S-I approach, Multiplier (two sector) and Numerical. Static macro economic analysis short and the long run – Determination of supply, Determination of demand, and Conditions of equilibrium.
Meaning, Objective and Instruments of fiscal and monetary policy, AD-AS approach; Determination of aggregate demand, Shifts in aggregate demand, Aggregate supply in the short and long run, and Aggregate demand- Aggregate supply analysis. Economy in the short run IS–LM framework. [12]

Inflation - Causes and Effect of rising and falling inflation, Demand pull and Cost push inflation and Measures to control inflation, Inflation and interest rates, Social costs of inflation. **Unemployment** – Natural rate of unemployment, Frictional and wait unemployment. Labour market and its interaction with production system. Phillips curve, Trade-off between inflation and unemployment, Sacrifice ratio, Role of expectations adaptive and rational. [08]

Open economy – Flows of goods and capital, Saving and Investment in a small and a large open economy, Exchange rates; Fixed and Flexible, **Mundell** – Fleming model with fixed and flexible prices in a Small Open economy with fixed and with flexible exchange rates, Interest rate differentials case of a Large economy. Balance of payments, Trade balance, Current and Capital Account, Autonomous and accommodating transactions and Measures to control disequilibrium on BOP. [11]

Behavioral Foundations- Investment – Determinants of business fixed investment, Effect of tax, Determinants of residential investment and Inventory investment. **Demand for Money** – Portfolio and transactions theories of demand for Real balances, Interest and Income Elasticities of demand for real balances. Supply of money. [08]

Text Books

1. Dwivedi, D. N., " *Macroeconomics - Theory & Practice*", Tata McGraw Hill, New Delhi.
2. Ahuja, H.L., "*Business Economics*", S.Chand & Company, New Delhi.

References:

1. Dornbusch, Rudiger, and Stanley Fischer,"*Macroeconomics"*, McGraw-Hill.
2. Mankiw, N. Gregory, "*Macroeconomics",* Macmillan Worth Publishers New York, Hampshire,U.K.
3. Salvatore, Dominick. "*International Economics",* John Wiley & Sons Singapore.
4. Branson, William H. *Macroeconomic Theory and Policy*. HarperCollins India Pvt. Ltd.
5. Olivier Blanchard, "Macroeconomics", Pearson Education, Inc.
6. Neils & Parker, "*The Essence of Business Economics*",Prentice Hall Of India, New Delhi.

Note: Latest edition of text book and references must be used.

SECOND YEAR
AUTUMN SEMESTER
(Semester – III)

BC 211 **Income Tax Laws** **4-0-0-4**

Course Objective

To provide basic knowledge and equip students with application of principles and provisions of Income-Tax Act, 1961.

Course Content

Basic concept: Income, agricultural income, person, assessee, assessment year, previous year, gross total income, total income, Maximum marginal rate of tax, Permanent Account Number (PAN), Residential status; Scope of total income on the basis of residential status, Exempted income under section 10. [05]

Computation of income under different heads
- Salaries
- Income from House Property
- Profit and gains of business or profession
- Capital Gains [21]

Computation of income under different heads - Income from other sources

Total income and tax computation
- Deemed Incomes
- Aggregation of Income and set-off and carry forward of losses
- Deduction from Gross total income
- Rebates and reliefs
- Computation of Total Income of individuals, Hindu Undivided Family and Firms
- Tax Liability of an Individual, Hindu Undivided Family and Firms [21]

Preparation of return of income:
- Manually
- On-line filing of Returns of Income & TDS
- Provision & Procedures of Compulsory On-Line filing of returns for specified assesses [05]

There shall be a practical examination of 10 Marks on E-filling of Income Tax Returns using a software utility tool. The student is required to fill appropriate Form and generate the XML file.

Text Books

1. Ahuja, Girish and Gupta Ravi., *"Systematic Approach to Income Tax"*, Bharat Law House, Delhi.
2. Singhania, Vinod K. and Monica Singhania., *"Students' Guide to Income Tax"*, *University Edition*. Taxmann Publications Pvt. Ltd., New Delhi.

References:

1. Pagare, Dinkar., *"Law and Practice of Income Tax"*, Sultan Chand and Sons, New Delhi.
2. Prasad Bhagwati, *"Income Tax Law and Practice"*, Willey Publications, New Delhi.
3. Mehrotra H.C., *"Income Tax Law and Accounts"*, Sahitya Bhawan, Agra.
4. Chandra Mahesh and Shukla D.C., *"Income Tax Law and Practice"*, Pragati Publications, New Delhi
5. Excel Utility available at *incometaxindiaefiling.gov.in*

Note: Latest edition of text book and references must be used.

BC 221 **Business Mathematics** **4-0-0-4**

Course Objective

To familiarize the students with the basic mathematical tools with emphasis on applications to business and economic situations.

Course Content

Matrices and Determinants: Algebra of matrices. Inverse of a matrix, Matrix Operation – Business Application; Solution of system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Cremer's Rule, The Leontief Input Output Model (Open Model Only). [10]

Calculus I: Mathematical functions and their types- linear, quadratic, polynomial, exponential, logarithmic and logistic function. Concepts of limit, and continuity of a function; Concept and rules of differentiation; Maxima and Minima involving second or higher order derivatives; Concept of Marginal Analysis, Concept of Elasticity, Applied Maximum and Minimum Problems including effect of Tax on Monopolist's Optimum price and quantity, Economic Order Quantity. [16]

Calculus II: Partial Differentiation. Partial derivatives up to second order. Homogeneity of functions and Euler's theorem. Total differentials. Differentiation of implicit functions with the help of total differentials; Maxima and Minima in cases of two variables involving not more than one constraint including the use of the Lagrangean multiplier. **Integration** - Standard forms. Methods of integration – by substitution, by parts and by use of partial fractions. Definite integration. Finding areas in simple cases; Application of Integration to marginal analysis. Consumer's and Producer's Surplus, Rate of Sales; the Learning Curve. [15]

Mathematics of Finance: Rates of interest-nominal, effective– and their inter-relationships in different compounding situations; Compounding and discounting of a sum using different types of rates; Types of annuities, like ordinary, due, deferred, continuous, perpetual, and their future and present values using different types of rates of interest. Depreciation of Assets. Valuation of simple loans and debentures. Sinking Fund. [11]

Text Books

1. Singh J. K., "*Business Mathematics*", Himalaya Publishing House.
2. Kapoor V.K., "*Business Mathematics*", Sultan Chand & Sons, Delhi.

References:

1. Anthony, M. and N. Biggs., "*Mathematics for Economics and Finance*", Cambridge University Press.
2. Ayres, Frank Jr., "*Theory and Problems of Mathematics of Finance*", Schaum's Outlines Series. McGraw Hill Publishing Co.
3. Budnick, P., "*Applied Mathematics",* McGraw Hill Publishing Co.
4. Dowling, E.T., "*Mathematics for Economics*", Schaum's Outlines Series. McGraw Hill Publishing Co.
5. Wikes, F.M., "*Mathematics for Business, Finance and Economics*",Thomson Learning.

Note: Latest edition of text book and references must be used.

BC 231 **Human Resource Management** **3-0-0-3**

Course Objective

To acquaint students with the techniques and principles to manage human resource of an organisation.

Course Content

Human Resource Management: Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance. **Acquisition of Human Resource:** Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention. [12]

Training and Development: Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing. [08]

Performance Appraisal and Compensation Management: Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counselling; Job changes - Transfers and promotions, Human resource audit; **Compensation** - Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation. [10]

Maintenance of employees and Emerging Horizons of HRM: Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations- An overview; Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System and e-HRM; Impact of HRM practices on organisational performance; HR audit, Contemporary issues in human resource management. [09]

Text Books

1. Aswathappa, K., "*Human Resource Management",* Tata McGraw-Hill, New Delhi.
2. Decenzo, D.A. and Robbins, S. P., "*Fundamentals of Human Resource Management"*, Wiley, India.

References:

1. Pande Sharon and Basak Swapnalekha (2012), "*Human Resource Management-Text and Cases*", 1st Edition, New Delhi, Pearson Education.
2. Mondy, A. W. and Noe, R. M., "*Human Resource Management"*, Pearson Education.
3. Rao, V. S. P., "*Human Resource Management: Text and Cases"*, Excel Books.

Note: Latest edition of text book and references must be used.

BC 241 **Cost Accounting** **3-0-0-3**

Course Objective

To acquaint the students with basic concepts used in cost accounting and various methods involved in cost ascertainment systems, and use of costing data for planning , control and decision making.

Course Content

Introduction: Meaning, objectives and advantages of cost accounting, Difference between financial, cost, and management accounting and. Cost concepts and classifications, Installation of a costing system. Role of a cost accountant in an organization. [04]

Elements of Cost:

a. Materials: Material/inventory control- concept and techniques, Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard, Treatment of Material Losses.

b. Labour: Accounting and Control of labour cost, time keeping and time booking, concept and treatment of idle time, over time, labour turnover and fringe benefits.

c. Overhead: Classification, allocation, apportionment and absorption of overhead. Under- and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, debts, research and development expenses, Activity – Based Costing. [16]

Methods of Costing: Unit costing, Job costing. Contract Costing. Process costing (process losses and gains, valuation of work in progress, joint and by-products) Service costing. Accounting Systems: Integral and non-integral systems, Reconciliation of cost and financial accounts. [14]

Budgeting and budgetary control: Concept of budget and budgetary control, objectives, merits, and limitations, Budgeting process, Functional budgets, Cash budget, Fixed and flexible budgets, Zero base budget, Programme and performance budgets. [05]

Text Books

1. Lal, Jawahar and Srivastava s. , "*Cost Accounting*", McGraw Hill Publishing Co., New Delhi.
2. Arora, M.N., "*Cost Accounting – Principles and Practice",* Vikas Publishing House, New Delhi.

References:

1. Horngreen, Charles T., George Foster and Srikant M. Dattar, "*Cost Accounting: A Managerial Emphasis*", Prentice Hall of India Ltd., New Delhi.
2. Drury, Colin., "*Management and Cost Accounting*", Thomson Learning.
3. Nigam, B.M. Lall and I.C. Jain., "*Cost Accounting: Principles and Practice*", Prentice Hall of India, New Delhi.
4. Bhattacharya, "*Principles & Practice of Cost Accounting*", Prentice Hall of India, Delhi
5. Tulsian, P.C., "*Practical Costing*", Vikas Publishing House, New Delhi

Note: Latest edition of text book and references must be used.

Foreign Language – I **3-0-0-3**

Offered by College of Arts, Science and Humanities

Mody University Elective **3-0-0-3**

Offered by different Colleges of University

BC 251 **Principles of Insurance** **3-0-0-3**

Course Objective

To develop an understanding among students about identifying analyzing and managing various position to understand principles of insurance and its usefulness in business, along with its regulatory framework.

Course Content

Introduction: Concept of Risk, Types of Risk, Managing Risk, Sources and Measurement of Risk, Risk Evaluation and Prediction. Disaster Risk Management, Risk Retention and Transfer. **Concept** of Insurance, Need for Insurance, Globalization of Insurance Sector, Reinsurance, Co-insurance, Assignment. Endowment [08]

Nature of Insurance Contract, Principle of Utmost Good Faith, Insurable Interest, proximit cause, contribution and subrogation, Indemnity, Legal Aspects of Insurance Contract, Types of Insurance, Life Insurance Act 1956, Basic elements of life Insurance, Life insurance companies in India, types of Insurance policies, important plans of life Insurance, Issue of life Insurance, calculation of premium, settlement of claims, maturity claims by death. [12]

General Insurance: Fire and Motor Insurance, Health Insurance, Marine Insurance, Automobile Insurance. [10]

Legal Framework: Control of Malpractices, Negligence, Loss Assessment and Loss Control, Exclusion of Perils, Actuaries, Computation of Insurance Premium.

Regulatory Framework of Insurance: Role, Power and Functions of IRDA, Composition of IRDA, IRDA Act'1999. [09]

Text Books

1. Mishra, M. N., *Principles and Practices of Insurance*, S. Chand and Sons.
2. Crane, F., *Insurance Principles and Practices*, John Wiley and Sons, New York.

References:

1. Dinsdale, W.A., *Elements of Insurance*, Pitaman.
2. Black, K. and H.D. Skipper, *Life and Health insurance*, Pearson Education
3. Gupta. P.K, *Insurance and Risk Management*, Himalaya Publishing House.
4. Vaughan, E. J. and T. Vaughan, *Fundamentals of Risk and Insurance*, Wiley & Sons
5. Hansell, D.S., *Elements of Insurance*, Macdonald& Evans Ltd.
6. All the three modules of Insurance and Risk Management by Institute of Chartered Accountants of India
7. George, E. Rejda, *Principles of Risk Management and Insurance*, Pearson Education.
8. Dorfman, Marks S., *Introduction to Risk Management and Insurance*, Pearson

Note: Latest edition of text book and references must be used.

SECOND YEAR
SPRING SEMESTER
(Semester – IV)

BC 212 **Indirect Tax Laws** **3-0-0-3**

Course Objective

To acquire the ability to analyze and interpret the provisions of goods and services tax law and recommend solutions to practical problems. To develop an understanding of the customs laws and acquire the ability to analyze and interpret the provisions of such laws.

Course Content

Constitutional aspects - Levy and collection of CGST and IGST - Application of CGST/IGST law; Concept of supply including composite and mixed supplies, inter-State supply, intra-State supply, supplies in territorial waters; Charge of tax; Exemption from tax; Composition levy, Place of supply, Time and Value of supply, Input tax credit, Computation of GST liability [10]

Procedures under GST - All procedures including registration, tax invoice, credit and debit notes, electronic way bill, accounts and records, returns, payment of tax including reverse charge, refund, job work, Provisions relating to electronic commerce, Liability to pay in certain cases, Administration of GST; Assessment and Audit, Inspection, Search, Seizure and Arrest, Demand and Recovery, Offences and Penalties, Advance Ruling, Appeals and Revision, Other provisions [10]

Customs Law as contained in the Customs Act, 1962 and the Customs Tariff Act, 1975- Introduction to customs law including Constitutional aspects, Levy of and exemptions from customs duties - All provisions including application of customs law, taxable event, charge of customs duty, exceptions to levy of customs duty, exemption from custom duty, Types of customs duties, Classification and valuation of imported and export goods, Officers of Customs; Appointment of customs ports, airports etc. [10]

Import and Export Procedures - All import and export procedures including special procedures relating to baggage, goods imported or exported by post, stores, Provisions relating to coastal goods and vessels carrying coastal goods, Warehousing, Drawback, Demand and Recovery; Refund, Provisions relating to prohibited goods, notified goods, specified goods, illegal importation/exportation of goods, Searches, seizure and arrest; Offences; Penalties; Confiscation and Prosecution, Appeals and Revision; Advance Rulings; Settlement Commission, Other provisions. [09]

Text Books

1. Patel & Chaudhary., *Indirect Tax Laws*, Chaudhary Prakashan, Jaipur
2. Singhania, V. K. and Monica Singhania, *Student Guide to Indirect Tax Laws*, Taxmann's New Delhi.

References:

1. Sisodia Pushpendra, *Indirect Tax Laws*, Bharat Law House.
2. Ahuja, G. & Ravi Gupta, "*Practical Approach to Direct and Indirect Taxes*", Bharat Law House.
3. Datey, V.S., "*Indirect Taxes Law and Practice*", Taxmann's New Delhi.
4. Sareen, V.K. and Sharma Ajay, "*Indirect Tax Laws*", Kalyani

Note: Latest edition of text book and references must be used.

BC 222 **Corporate Accounting** **4-0-0-4**

Course Objective

To help the students to acquire the conceptual knowledge of the corporate accounting and to understand the various techniques of preparing the accounting and financial statements.

Course Content

Accounting for Share Capital & Debentures: Issue, forfeiture and reissue of forfeited shares- concept & process of book building. Issue of rights and bonus shares. Buy back of shares. Redemption of preference shares. Issue and Redemption of Debentures. [12]

Final Accounts: Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration. Disposal of company profits. **Valuation of Goodwill and Valuation of Shares** - Concepts and calculation . [14]

Amalgamation of Companies: Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding inter company holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction. **Accounts of Holding Companies/Parent Companies:** Preparation of consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard: 21 (ICAI). [13]

Liquidation of Companies: Types of liquidation, Preparation of Statement of Affairs and Deficiency Account (Surplus), Liquidator's Final Statement of Account, 'B' list of Contributories. **Banking Companies:** Difference between balance sheet of banking and non banking company; prudential norms. Asset structure of a commercial bank. Non-performing assets (NPA). [13]

Text Books

1. Sehgal & Sehgal, "Advanced Accountancy – I&II", Taxmann publications, Delhi
2. Maheshwari, S.N. and Maheshwari, S. K., "*Corporate Accounting"*, Vikas Publishing House, New Delhi.

References:

1. Shukla, M.C., Grewal, T.S. and Gupta, S.C., "*Advanced Accounts"*. Vol.-II. S. Chand &Co., New Delhi.
2. Gupta R.L., Radhaswamy M, "Company Accounts", Sultan Chand and Sons, Delhi.
3. Maheshwari S.N., "Corporate Accounting", Vikas Publishing House, New Delhi.
4. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.
5. Rajasekaran, V. & Lalitha, R., *"Corporate Accounting",* Pearson, New Delhi.

Note: Latest edition of text book and references must be used.

BC 232 **Management Accounting** **3-0-0-3**

Course Objective

To provide the students knowledge about use of costing anf financial data for planning,control and decision making.

Course Content

Introduction: Meaning, Nature and Scope and functions of management accounting, Role of management accounting in decision making, Management accounting vs. Financial accounting, Tools and techniques of management accounting.Difference between cost accounting and management accounting, cost control, cost reduction, cost management. [08]

Standard costing and variance analysis: Meaning of standard cost and standard costing: advantages, limitations and applications, Variance analysis – material, labour, overhead and sales variances, Disposition of variances, Control ratios. [12]

Absorption versus variable costing: Distinctive features and income determination Cost-Volume-Profit Analysis: Break-even analysis-algebraic and graphic methods. Contribution / sales ratio, key factor. Margin of safety. Angle of incidence. Determination of cost indifference point. [10]

Decision making: Costs for decision making, variable costing and differential analysis as aids in making decisions – fixation of selling price, exploring new market, make or buy, product mix, operate or shut down, seller process further. **Responsibility Accounting**: Concept, Significance, Different Responsibility Centers, Divisional Performance Measurement – Financial Measures. [09]

Text Books

1. Khan, M.Y. and P.K. Jain., "*Management Accounting*", Tata McGraw Hill, Publishing
2. Lal, Jawahar., "*Advanced Management Accounting- Text and Cases*", S. Chand & Co., New Delhi.

References:

1. Drury, Colin., "*Management and Cost Accounting*", Thomson Learning.
2. Horngreen, Charles T., George Foster and Srikant M. Dattar., "*Cost Accounting: A Managerial Emphasis*", Prentice Hall of India Ltd., New Delhi.
3. Kalpan R.S. and Atkinson A.A., "*Advanced Management Accounting*", Prentice Hall India.
4. Anthony, Robert & Reece, et al, "*Principles of Management Accounting*", Richard Irwin Inc.
5. Pandey I.M., "*Financial Management*", Vikas Publishing House, New Delhi.

Note: Latest edition of text book and references must be used.

BC 242 **Computer Application in Business** **3-0-0-3**

Course Objective

To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.

Course Content

Introduction: Introduction to Computer-Characteristics of Computers, The Computer System, Parts of Computers); Computer H/W Setup, Configuration, Networking, Mobile H/W Device and types wireless Networking; Operating System- Introduction to Operating Systems, An overview of various Computer & Mobile OS & Application (UNIX / Linux, DOS, Windows, Android, windows mobile, iOS Like), Features of latest Windows Operating Systems & its Management & Networking (Installation, backup, security, User control), Usage of payment gateways. [08]

Introduction to essential tools: Introduction to facilities & commonly used features of:

a) **Word:** Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, Creating Macros -Sending E-mail from Word Import / Export of files Converting Word Document to Web Document, PDF files Hyperlinks; OLE Security features in MS-Word - Protection of Documents - Password for Documents - Checking for viruses in macros, referencing, creating bibliography, manage sources and citations, review documents.

b) **PowerPoint:** Preparing Presentations,Slides,Handouts,Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail, - Setting Slide timings.

c) **Excel:** Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Installments, Compounding Yearly, periodic and monthly) - Auto Calculate Using Names in a Formula, Formula Editing, Macros, Consolidation of Data & Data Analysis - Sorting List, Filter & More Filtering Techniques - Consolidate data in multiple worksheets - What-if analysis, Goal Seek Scenario Manager, Solver, Lookup Function - Sub Totals, Nested-IF, Statistical Analysis; Data Validation & Protection - Create a drop-down list from a range of cells - Apply data validation to cells - Copy data validation setting, remove data validation - Find cell that have data validation, protect cell data, using password to protect sheet and workbook. - Use validation to create dependent list; Pivot table Reports & Pivot Chart Reports. [12]

Using MS Excel for Data Analysis & Reporting Features:

Using spreadsheet for following purposes and making reports:

- Loan & Lease statement
- Ratio Analysis.
- Payroll statements
- Capital Budgeting
- Depreciation Accounting
- Graphical representation of data
- Frequency distribution and its statistical parameters
- Correlation and Regression [10]

RDBMS Concepts & Access: RDBMS Concepts, Terminology, Models - RDBMS, Data Modelling using ERD, DB Design using Normalization; Access Creating Databases &

Tables – An Introduction; Event Handling & Report Generation; Using Macros; Using Queries through Case Study.
Structured Query Language (SQL): Introduction to Data Definition Language Statements & Data Manipulation Language Statements (Creating Tables, Selecting Data, Inserting Data, Updating Records, Dropping a Table, Querying Database, Aggregating Data, Grouping, Ordering Data, Joining Tables etc.) & Case Studies.
CAAT Tools: Capabilities & Importing Data from Accounting & other Application Systems - An Introduction; Analytical Reports, Duplicates/ Gaps. Sorting & Charting; Stratification, Summarization, Statistics & Aging - An Introduction; Sampling, Macros and Audit Trail. [09]

Text Books

1. Rajaraman, V., *Introduction to Information Technology*, PHI.
2. Hall, J.A., "*Accounting Information System"*, South-Western College Publishing.

References:

1. Boockholdt, J.L., "*Accounting Information System: Transaction Processing and Control"*, Irwin Mcraw-Hill.
2. Gelinas, Ulric J., and Steve G. Sutton, *Accounting Information System*, South Western Thomson Learning.

Note: Latest edition of text book and references must be used.

Foreign Language – II 3-0-0-3

Offered by College of Arts, Science and Humanities

Mody University Elective 3-0-0-3

Offered by different Colleges of University

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BC 252 **Investing in Stock Markets** **3-0-0-3**

Course Objective

This paper intends to provide basic skills to operate in stock market and the ways of investing in it. It will enable the student to take up investment in stock market independently.

Course Content

Investing Fundamentals: Types of Investment – Equity Shares, IPO/ FPO,Bonds. Indian Securities Market: the market participants, trading of securities, security market indices. Sources of financial information. Role of Stock Exchange, Stock exchanges in India: BSE, NSE, MCX. Buying and selling of stocks: using brokerage and analysts' recommendations. Use of limit order and market order. [08]

Stock Analysis and Valuation: Online trading of stocks. Understanding stock quotations, types and placing of order. Risk: its valuation and mitigation, Analysis of the company: financial characteristics (as explained by ratio analysis, future prospects of the company, assessing quality of management using financial and non-financial data, balance sheet and quarterly results, cash flows and capital structure). Comparative analysis of companies, Stock valuations: using ratios like PE ratio, PEG ratio, Price Revenue ratio. Use of Historic prices, simple moving average, basic and advanced interactive charts. Examining the shareholding patter of the company. Pitfalls to avoid while investing: high P/E stocks, low price stocks, stop loss, excess averaging. [12]

Investing in Mutual Funds: Background on Mutual Funds: Advantages of investing in Mutual funds. Motives of mutual fund investments, Net Asset Value, Types of Mutual funds: Open ended, close ended, equity, debt, hybrid, money market, Load vs. no load funds, Factors affecting choice of mutual funds. CRISIL Mutual Fund Ranking and its Usage. [11]

Understanding Derivatives: Futures, Options, trading in futures and options. Understanding stock market quotes on futures and options. Types of orders, Put and Call options: How Put and Call options work. Commodities, Derivatives of commodities, trading of commodity derivatives on MCX, Currency derivatives and its trading. [08]

Text Books

1. Chandra, Prasanna, "*Investment Analysis and Portfolio Management*", Tata McGraw Hill.
2. Pandiyan, Punithavathy, "*Security Analysis and Portfolio Management*", Vikas Publications

References:

1. Gitman and Joehnk, "*Fundamentals of Investing*", Pearson.
2. Madura, Jeff, "*Personal Finance*", Pearson.
3. Damodaran, Aswath, "*Investment Valuation: Tool and Techniques for Determining the Value of Any Asset*", Wiley Finance.
4. Bodie, Alex, Marcus and Mohanty, "*Investments*", McGraw Hill Publishing Co.
5. Hirt and Block, "*Fundamentals of Investment Management*", McGraw Hill Publishing Co.
6. www.moneycontrol.com
7. www.yahoofinance.com

Note: Latest edition of text book and references must be used.

THIRD YEAR
AUTUMN SEMESTER
(Semester – V)

BC 311 **Principles of Marketing** **3-0-0-3**

Course Objective

This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases

Course Content

Introduction: Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix [08]

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning; [12]

Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging &Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing). [10]

Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps. [09]

Text Books

1. Kumar, Arun & N. Meenakshi, "*Marketing Management"*, Vikas Publishing House.
2. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, "*Marketing Management: A South Asian Perspective"*, Pearson Education.

References:

1. Palmer, Adrian, "*Introduction to Marketing"*, Oxford University Press, UK
2. McCarthy, E. Jerome., and William D. Perreault, "*Basic Marketing"*, Richard D. Irwin.
3. Majaro, Simon, "*The Essence of Marketing"*, Prentice Hall, New Delhi.
4. Ramaswamy & Namakumari; "*Marketing Management*", Mc Millan, New Delhi.

Note: Latest edition of text book and references must be used.

BC 321 **Financial Management** **3-0-0-3**

Course Objective

To familiarize the students with the principles and practices of financial management.

Course Content

Introduction: Nature, scope and objectives of financial management, Agency problem, Time value of money, Risk and return- Concept and Calculation (including Capital Asset Pricing Model). [07]

Cost of Capital and Financing Decision: Sources of long-term financing, Estimation of components of cost of capital, Methods for calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure. **Dividend Decision:** Theories for Relevance and irrelevance of dividend decision for corporate valuation- Walter's Model, Gordon's Model, MM Theory, Cash and stock dividends. Dividend policies in practice and Determinants of Dividend. [13]

Capital Budgeting: The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk-Certainty Equivalent Approach and Risk-Adjusted Discount Rate. [10]

Working Capital Decisions: Concepts of Working Capital, Operating & Cash Cycles, Risk-return trade off, sources of short term finance, working capital estimation, cash management, receivables management, inventory management. [09]

Text Books

1. Khan, M.Y. and P.K. Jain, *Financial Management: Text and Problems*, Tata McGraw Hill
2. Pandey, I M. *Financial Management*, Vikas Publishing House, New Deli.

References:

1. Horne, Van; James C., John Wachowicz, *"Fundamentals of Financial Management"*, Pearson Education
2. Ross, Stephen A., Westerfield, Randolph, and Jeffrey Jaffe, *"Corporate Finance"*, Tata McGraw Hill
3. Srivastava, Rajiv, and Anil Mishra, *"Financial Management"*, Oxford University Press, UK
4. Sharma, G.L., and Y.P. Singh., *"Contemporary issues in Finance and Taxation"*, Academic Foundation Delhi
5. Chandra, P., *"Financial Management-Theory and Practice"*, Tata McGraw Hill

Note: Latest edition of text book and references must be used.

BC 331 **Industrial Laws** **3-0-0-3**

Course Objective

To familiarize the commerce students with the understanding and provisions of laws related employees' compensation as the accounts and finance department of the industry need to calculate wage and salary of the employees.

Course Content

The Employees Provident Fund & Miscellaneous Provisions Act, 1952: Definitions; Schemes under the Act – Employees' Provident Fund Scheme; Employees' Pension Scheme, 1995; Employees' Deposit linked Insurance Scheme**. Employees State Insurance Act, 1948:** Objects and Applicability of the Scheme; Definitions: Personal Injury, Factory, Manufacturing Process, Wages, Partial and Permanent Disablement; ESI Corporation, Standing Committee and Medical Benefit Council; Contributions; Adjudication of Dispute and Claims, Benefits**.** [12]

Payment of Wages Act, 1936: Definitions – Employed Person, Employer, Factory, Industrial or other Establishment, Wages; Responsibility for Payment of Wages; Fixation of Wage Period; Time of Payment of Wages; Mode of Payment; Deductions from Wages and Fines. [08]

The Payment of Bonus Act, 1965: Definitions – Accounting year, allocable surplus, available surplus, employee, employer, establishments, salary or wage; determination of bonus, calculation of bonus, eligibility for bonus, disqualifications for bonus, payment of minimum and maximum bonus, set on and set off of allocable surplus, deductions of certain amounts from bonus payable, time limit for payment of bonus. [08]

Payment of Gratuity Act, 1972: Applicability and non- applicability of the Act; Definitions-employee, employer, continuous service; payment of gratuity; forfeiture of gratuity; employer's duty to determine and pay gratuity; recovery of gratuity; penalties. **Employee's Compensation Act, 1923:** Definitions: dependent, employer, partial and total disablement, workmen, injury, accident; employer's liability for compensation; amount of compensation; contracting; commissioner; case laws. [11]

Text Books

1. Piyali Ghosh and Shefali Nandan (2015), *"Industrial Relations and Labour Laws",* 1st Edition, New Delhi, TATA McGraw Hill.
2. Sarma A.M (2015, *"Industrial Relations and Labour Laws",* 2nd Edition, Mumbai, Himalaya Publishing House, Mumbai.

References:

1. Arun Monappa, Ranjeet Nambudiri and Patturaja Selvaraj (2012), *"Industrial Relations and Labour Laws",* 2nd Edition, New Delhi, TATA McGraw Hill.
2. Padhi P.K. (2013), *"Labour and Industrial Laws",* 2nd Edition, New Delhi, PHI
3. Srivastava, S.C., "*Industrial Relations & Labour Laws",* Vikas Publishing House (P) Ltd.

Note: Latest edition of text book and references must be used.

BC 341 **Financial Markets, Institutions and Services** **3-0-0-3**

Course Objective

To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

Course Content

An Introduction to Financial System and its Components: Financial markets and institutions. Financial intermediation. Flow of funds matrix. Financial system and economic development. An overview of Indian financial system. [08]

Financial Markets: Money market-functions, organization and instruments. Role of central bank in money market; Indian money market-An overview. **Capital Markets**-functions, organization and instruments. Indian debt market; Indian equity market-primary and secondary markets; Role of stock exchanges in India. [12]

Financial Institutions: Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFIs)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs). [08]

Overview of Financial Services Industry: Fund based and fee based financial services, Merchant banking-pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India. **Leasing and hire-purchase:** Consumer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial Counseling and Portfolio management Services. [11]

Text Books

1. Bhole, L.M., *"Financial Markets and Institution",* Tata McGraw Hill Publishing Company
2. Khan, M.Y., *"Indian Financial System-Theory and Practice"*. New Delhi: Vikas Publishing House

References:

1. Sharma, G.L., and Y.P. Singh eds., "*Contemporary Issues in Finance and Taxation",* Academic Foundation, Delhi
2. Khan and Jain, "*Financial Service"s,* Tata McGraw Hill
3. Saunders Anthony, "Financial Institutions Management: A Modern Perspective", Irwin Publication, McGraw Hill Co., New York.
4. Srivastava, R.M., "*Management of India Financial Institutions*", Himalaya Publishing House, Mumbai
5. Annual Reports of Major Financial Institutions in India.

Note: Latest edition of text book and references must be used.

BC 351 **Operation Research** **4-0-0-4**

Course Objective

To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.

Course Content

Introduction: Meaning, Scope, Origin, Uses, Limitations and Techniques. **Linear Programming:** Formulation of Linear Programming Problem, assumptions underlying linear programming, Solution using graphical method and Simplex method [11]

Transportation Model: Concept, Transportation problem as a special case of linear programming problem, Initial feasible solution, Optimal solution, Advantages and Limitations, Different models. **Assignment Model:** Assignment problem as a variant of transportation problem, Methods of solving assignment problems. **Game Theory:** Game models, Two player zero sum game, payoff matrix, pure and mixed strategy, Method of Saddle point for pure strategy, Algebraic method for mixed strategy with 2 x 2 Pay-off; Dominance method, Graphical Techniques. [15]

Queuing Theory: Characteristics of queuing system, Models of queuing systems, Practical applications. **Decision Making:** Decision making under Risk and Uncertainty, Pay-off table, Decision rules, Decision Tree. **Replacement Problems:** Types of Replacement situations, Group Replacement Policy. [12]

Network Analysis: Meaning and importance, Critical path, Float, Programme Evaluation and Review Technique, Critical Path Method, Resource analysis and allocation, Crashing of network. **Simulation:** Process of simulation, Monte Carlo technique, Advantages and Disadvantages, Applications in queuing and Inventory problems. [14]

Text Books

1. Vohra N.D., "*Quantitative Techniques in Management*", Tata McGraw Hill, New Delhi.
2. Tulsian, Pandey, "Quantitative Techniques", Pearson Education, New Delhi .

References:

1. Hira, D.S. and Gupta, P. K., " *Problems in Operation Research*", S. Chand, New Delhi
2. Khan and Jain, "*Financial Service"s,* Tata McGraw Hill
3. Hillier, F.S, Lieberman, G.J., Nag, B. and Basu, P., "*Introduction to Opereation Research*", Tata McGraw Hill Education Private Limited, New Delhi.
4. Hamdy A. Taha, " *Operation Research- An Introduction*", Pearson, Newjersey.
5. Veerbhadrappa, H., " *An Introduction to Operation Research*", New Age International Publishers, New Delhi
6. Rajagopal, K., " *Operation Research*", PHI Learning Private Ltd., New Delhi.

Note: Latest edition of text book and references must be used.

BC 361 **Entrepreneurship** **3-0-0-3**

Course Objective

The purpose of the paper is to understanding about entrepreneurship and creative thinking and behaviour for effectiveness at work and in life.

Course Content

Introduction: Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society' problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship. **Women Entrepreneurship:** Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, [07]

Types of Business Entities: Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. . The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. [13]

Entrepreneurial Sustainability: Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund. [07]

Business Plan preparation: Sources of business ideas and tests of feasibility. Significance of writing the business plan/ project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/ presentation and appraisal thereof by external agencies, such as financial/non-financial institutions. **Small Business Management:** Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems [12]

Text Books

1. Desai, Vasant., " *Dynamics of Entrepreneurial Development and Management*", Himalaya Publishing House, Mumbai.
2. Gupta, C B. & Shrinivasan, N.P., "*Entrepreneurship Development in India*", Sultan Chand & Sons, New Delhi.

References:

1. Bhide, Amar V., "*The Origin and Evolution of New Businesses*", Oxford University Press, New York.
2. Kuratko and Rao, "*Entrepreneurship: A South Asian Perspective*", Cengage Learning.
3. Dollinger, Mare J., "*Entrepreneurship: Strategies and Resources*", Illinois, Irwin.
4. Holt, David H., "*Entrepreneurship: New Venture Creation*", Prentice-Hall of India, New Delhi.
5. Kao, John J., "*The Entrepreneurial Organization*", Englewoods Cliffs, Prentice-Hall, New Jersey.

Note: Latest edition of text book and references must be used.

THIRD YEAR
SPRING SEMESTER
(Semester – VI)

BC 312 **Auditing** **3-0-0-3**

Course Objective

To provide knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.

Course Content

Introduction: Meaning and Objectives of Auditing, Difference between book-keeping and accountancy, Auditing and Investigation, Relation of Auditor vis-à-vis Management, Types of Audit, Errors and Frauds, Standards of Auditing. **Internal Control System:** Meaning, Importance, Internal Control, Internal check, Internal Audit and Statutory Audit, Limitations of Internal Control System. [10]

Audit Planning and Documentation: Audit Programme, Audit Note Books, Working Papers and Evidences, Routine Checking and Test Checking. **Audit Procedure** — Vouching: Meaning, Procedure, Verification and Valuation of Assets and Liabilities, Problems in valuation of assets, Modes of valuation of assets, Auditors position as regards valuation of assets [10]

Company Auditor: Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties; Auditor's Report- Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013. **Special Audit and Auditor's Report:** Audit of Banking Companies, Educational Institutions and Insurance Companies, Contents, Standard and Qualified Report [12]

Special Areas of Audit: Cost audit, Tax audit and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Relevant Auditing and Assurance Standards (AASs). [07]

Text Books

1. Gupta, Kamal and Ashok Arora, "*Fundamentals of Auditing"*, Tata Mc-Graw Hill Publishing Co. Ltd., New Delhi.
2. Pagare Dinkar, "*Principles and Practices of Auditing*", Sultan Chand, New Delhi.

References:

1. Tandon B.N., "*Principles of Auditing*", S. Chand & Co., New Delhi.
2. Ghatalia, S.V., "*Practical Auditing"*, Allied Publishers Private Ltd., New Delhi.
3. Kumar Arun and Sharma Rachna, "*Auditing Theory and Practice*", Atlantic Publishers and Distributors, New Delhi.
4. Institute of Chartered Accountants of India, "*Auditing and Assurance Standards"*, ICAI, New Delhi.
5. Relevant Publications of ICAI on "*Auditing"* (CARO).

Note: Latest edition of text book and references must be used.

BC 322 **Financial Analysis and Reporting** **3-0-0-3**

Course Objective

To understand, analyse and interpret the basic framework of financial reporting.

Course Content

Basis of Financial Reporting: Purpose of financial reporting, users of financial reports, conceptual framework for financial statements [07]

Understanding Financial Statements:
Structure of Financial Statements: Introduction, Statement of Financial Position (Balance Sheet), Statement of Earnings (Income Statement), and Statement of Cash Flows (Cash Flow Statement). **Additional disclosure statements:** Need for Additional Statements, Auditor's Report, Director's Report, Funds Flow Statement, Electronic Dissemination, and Corporate Governance. [13]

Components of Financial Statements: Inventories, Receivables, Assets (Fixed Tangible, Intangible), Leases, Revenue, Income-Tax, Retained Earnings.

Analysis & Interpretation of Financial Statements:
Ratio Analysis – Liquidity, Solvency, Activity & Profitability Analysis, Comparative & Common Size Analysis (Vertical & Horizontal Analysis), Financial Statement Variation by Type of Industry. **Expanded Analysis**: Financial Ratios used in Annual Reports, Management's use of Analysis, Graphing Financial Information [14]

Accounting Standards in India & IFRS: Basic Framework. [05]

Text Books

1. Tulsian, P. C. and Tulsian, B., "*Corporate Financial Reporting*", S. Chand, New Delhi.
2. Lal, Jawahar, "*Corporate Financial Reporting: Theory & Practice"*, Taxmann Applied Services, New Delhi.

References:

1. Hennie, V. G., *International Financial Reporting Standards: A practical guide*, Washington: World Bank.
2. Alexander, D., Britton, A. and A. Jorissen, "*Global Financial Reporting and Analysis"*, Cengage Learning, Indian edition.
3. Grewal, T.S., "*Introduction to Accounting"*, S. Chand and Co., New Delhi.
4. Sarngadharan, M and Kumar, R. S., " *Financial Analysis for Management Decision*", PHI, New Delhi
5. Narasimhan, M. S., "*Financial Statement and Analysis*", Cengage Learning

Note: Latest edition of text book and references must be used.

BC 332 **Business Ethics and Corporate Governance** **3-0-0-3**

Course Objective

The main objective of this course is to provide students with the basic skills concerning business ethics, governance and corporate social responsibility. Additionally, students should understand the role of ethics, corporate responsibility and sustainability in business activities and evaluate business practices in these fields.

Course Content

Introduction: Business Ethics & Values, Inner Consciousness, Ethical Theories, Morality and Ethics; Various Approaches to Business Ethics; Ethical Governance; Corporate Ethics; CSR – Extension Of Business Ethics; Benefits of Adopting Ethics in Business; Ethics Programme; Code of Ethics; Ethics Committee **Indian Management Ethos** : Basic Principles of Indian Ethos for Management, Ethics in work life according to Bhagvad-Gita, Detached Involvement (Nishkam-Karma) and Attached Involvement (Sakam-Karma),Kautilya and Management. Relevance of Gandhian thought for the contemporary managers, Ethics and Corporate Excellence. [11]

Corporate Governance: Meaning, Theories, Evolution, Models and Benefits of Corporate Governance; Politics and Governance; Board Committees and their Functions; Insider Trading; Rating Agencies; Green Governance/ E-governance; Clause 49 of Listing Agreement; Corporate Governance in Public Sector Undertakings; Corporate Funding of Political Parties; Class Action; Whistle Blowing; Shareholders Activism. [09]

Major Corporate Governance Failures: BCCI (UK), Maxwell Communication (UK), Enron (USA), World.Com (USA), Andersen Worldwide (USA), Vivendi (France), Harshad Mehta Scam, Satyam Computer Services Ltd, and Kingfisher Airlines; Common Governance Problems Noticed in various Corporate Failures; Codes and Standards on Corporate Governance; Initiatives in India. [10]

Corporate Social Responsibility (CSR): Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR provision under the Companies Act 2013, CSR Committees, CSR Models, Drivers of CSR, Codes and Standards on CSR, Global Reporting Initiatives, ISO 26000 [09]

Text Books

1. Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.
2. Balasubramanian, N., "*Corporate Governance and Stewardship*", Tata McGrawHill, New Delhi

References:

1. Mallin, Christine A., *Corporate Governance (Indian Edition*), Oxford University Press, New Delhi.
2. Institute of Chartered Accountants of India, *Auditing and Assurance Standards*, ICAI, New Delhi.
3. Relevant Publications of ICAI on *Auditing* (CARO).

Note: Latest edition of text book and references must be used.

BC 342 **Fundamentals of Investment** **3-0-0-3**

Course Objective

To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection. Demonstrate with the support of online learning.

Course Content*

The Investment Environment: The investment decision process, Types of Investments-Commodities, Real Estate and Financial Assets, The Indian securities market, the market participants and trading of securities, security market indices, sources of financial information. Return and risk: Concept, Calculation, Trade off between return and risk, Impact of taxes and inflation on return. [10]

Fixed Income Securities: Bond Fundamentals, Estimating bond yields, Bond Valuation, Types of bond risks, default risk and credit rating. **Approaches to Equity Analysis:** Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis. Valuation of Equity Shares using various models. [10]

Portfolio Analysis and Financial Derivatives:
(a) Portfolio and Diversification, Portfolio Risk and Return
(b) Mutual Funds
(c) Introduction to Financial Derivatives-Forwards, Futures & Options, Financial Derivatives Markets in India. [13]

Investor Protection: Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' awareness and activism. [06]

Text Books

1. Chandra, Prasanna, "*Investment Analysis and Portfolio Management"*, Tata McGraw Hill.
2. Rustogi, R.P., "*Fundamentals of Investment"*, Sultan Chand & Sons, New Delhi.

References:

1. Jones, C.P., "*Investments Analysis and Management"*, Wiley.
2. Vohra, N.D., and Bagri, B.R., "*Futures and Options"*,Tata McGraw Hill Publishing.
3. Mayo, "*An Introduction to Investment"*, Cengage Learning.
4. P.Pandiyan**, "***Security Analysis and Portfolio Management*", Vikas Publications, New Delhi
5. Donalds E. Fischer & Ronald J. Jordan, "*Security Analysis and Portfolio Management*", Prentice Hall, New Delhi**.**
6. Russell J. Fuller and James L. Farrell, "*Modern Investment and Security Analysis*", McGraw Hill, Int. Ed. (Finance Series), New York.
7. Sharpe, William F., Alexander Gorden J. and Baily Jafery V., "*Investments*", Prentice Hall of India, New Delhi.

Note: Latest edition of text book and references must be used.

***Spreadsheet/Practical learning is the recommended while using software and excel for doing basic calculations in finance and hence can be used for giving students subjects related assignments for their internal assessment purposes.**

BC 352 **Project Management** **3-0-0-3**

Course Objective

To enable the student to evolve a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.

Course Content

Introduction: Objectives of Project Planning, monitoring and control of investment projects. Relevance of social cost benefit analysis, identification of investment opportunities. Pre-feasibility studies. [06]

Project Preparation: Technical feasibility, estimation of costs, demand analysis and commercial viability, risk analysis, collaboration arrangements; financial planning; Estimation of fund requirements, sources of funds. Loan syndication for the projects. Tax considerations in project preparation and the legal aspects. [14]

Project appraisal: Business criterion of growth, liquidity and profitability, social cost benefit analysis in public and private sectors, investment criterion and choice of techniques. Estimation of shadow prices and social discount rate. [13]

Issues in Project Planning and Management: Cost and Time Management issues in Project planning and management. [06]

Text Books

1. Chandra. Prasanna, "*Project Preparation Appraisal and Implementation",* McGraw Hill.
2. Gray, Clifford .F. *Project Management.* McGraw Hill.

References:

1. Gopalakrishnan. P. and.Ramamurthy, V.E., "*Text Book of Project Management*", Macmillan India Ltd.
2. JyotsnaBapat, "*Development Projects and critical theory of Environment*", Sage Publication, New Delhi.
3. John M. Nicholas, "*Project Management for Business and technology:Principles and Practice*", Pearson Prentice Hall, New Delhi.
4. David I. Cleland, "*Project Management: Strategic Design andimplementation"*, McGraw Hill Inc.

Note: Latest edition of text book and references must be used.

BC 362 **Dissertation** **0-0-0-6**

Course Objective

The objective of dissertation is to use quantitative and qualitative research methods to gain insight about the selected field of study. In order to cultivate logical thinking among students and to make them understand about the various facets in different fields of business world, they will have to select different domains and thrive for in-depth knowledge. After successful completion of dissertation work, students will be able to understand the complexities in the working of the business endeavor.

Course Content

Evaluation of would comprise of dissertation and Viva-voce

Syllabus

BACHELOR OF ARTS (BA) HONS. IN ECONOMICS

(w.e.f. 2018)

MODY UNIVERSITY OF SCIENCE &TECHNOLOGY
(ISO 14001:2004 certified)
(State University under section 2/f of the U.G.C. Act 1956)
Lakshmangarh – 332 311, Distt. – Sikar (Rajasthan)
Website: www.modyuniversity.ac.in

BACHELOR OF ARTS (BA) HONS. IN ECONOMICS

Programme Level: Undergraduate **Duration:** Three Years (Six Semesters)

No. of Seats: 60

Objective:

The undergraduate programme in economics is structured to impart analytical skills and intellectual advancement to understand the complexities in the working of the economy. It seeks to expose the students to various concepts in economics, mathematics and statistics and encourage them to uphold logical integrity and objectivity in professional endeavours. The course provides a sound theoretical basis in economic theory supplemented by practical applications of theories. The course in mathematics is developed to enable the students to lay a strong foundation in those areas of mathematics that is frequently used to understand the various concepts of economic theory. The objective of statistics course is to cultivate statistical thinking among students by acquainting them with various statistical methods and their application in different fields of economics. Also, the students are trained in using software packages for data analysis.

The first batch of the programme in MUST is proposed to be admitted in the session 2016-2017.

Input Qualification:

Candidate should have passed 10+2 from a recognized board with at least 45% marks and having proficiency in English and Basic Mathematics.

Evaluation Procedure:

All Rules and Regulations as provided in the Ordinances and Regulations of Undergraduate Programmes shall be followed.

Annexure – C

BA (Hons.) in Economics , Three-Year Programme

Academic Curriculum (2018-19 onwards), First Year

			Contact Hours per Week			Credits	ETE Duration	Weightage (%)		
			L	T	P		Hours	CW *	MTE	ETE
	Core Courses									
	EM 191	**Principles of Economics-I**	3	1	-	4	3	25	25	50
	EM 161	**Mathematics for Economics-I**	3	1	-	4	3	25	25	50
	EM 171	**Statistics for Economics-I**	2	1	2	4	3	25	25	50
	Ability Enhancement Compulsory Courses									
	EL 101	Foundation Course in English	2	-	-	2	3	25	25	50
	MD 003	Environmental Studies	3	1	-	4	3	25	25	50
	Generic Course									
	EM 181	**Economic History of India 1857-1947**	3	-	-	3	3	25	25	50
		Sub Total	**16**	**4**	**2**	**21**				
	GE 103	Proficiency (Non-Credit) #				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration	Weightage (%)		
			L	T	P		Hours	CW *	MTE	ETE
Spring Semester	**Core Courses**									
	EM 162	**Principles of Economics-II**	3	1	-	4	3	25	25	50
	EM 172	**Mathematics for Economics-II**	3	1	-	4	3	25	25	50
	EM 182	**Statistics for Economics-II**	2	1	2	4	3	25	25	50
	Ability Enhancement Compulsory Courses									
	BM 162	Business Communication	3	-	-	3	3	25	25	50
	CA 141	Application Software Laboratory	-	-	4	2	4	25	25	50
	Generic Course									
	EM 192	**Environmental Economics**	3	-	-	3	3	25	25	50
		Sub Total	**14**	**3**	**6**	**20**				
	GE 104	Proficiency (Non-Credit) #				1				

Annexure – C

BA (Hons.) in Economics , Three-Year Programme
Academic Curriculum (2018-19 onwards), Second Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration	Weightage (%)		
			L	T	P		Hours	CW*	MTE	ETE
Autumn Semester	**Core Courses**									
	EM 241	**Micro Economics -I**	3	1	-	4	3	25	25	50
	EM 251	**Macro Economics- I**	3	1	-	4	3	25	25	50
	EM 261	**Development Economics –I**	3	1	-	4	3	25	25	50
	Skill Enhancement Compulsory Courses									
		Foreign Language-I#	3	-	-	3	3	25	25	50
	EM 271	**Data Analysis-I**	1	-	4	3	3	25	25	50
	Generic Course									
	EM 231	Indian Economy-I	3	-	-	3	3	25	25	50
		Sub Total	**16**	**3**	**4**	**21**				
	GE 203	Proficiency (Non-Credit) #				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration	Weightage (%)		
			L	T	P		Hours	CW*	MTE	ETE
Spring Semester	**Core Courses**									
	EM 242	**Micro Economics -II**	3	1	-	4	3	25	25	50
	EM 252	**Macro Economics -II**	3	1	-	4	3	25	25	50
	EM 262	**Development Economics -II**	3	1	-	4	3	25	25	50
	Skill Enhancement Course									
		Foreign Language-II#	3	-	-	3	3	25	25	50
	EM 272	**Data Analysis-II**	1	-	4	3	3	25	25	50
	Generic Course									
	EM 232	Indian Economy-II	3	-	-	3	3	25	25	50
		Sub Total	**16**	**3**	**4**	**21**				
	GE 204	Proficiency (Non-Credit) #				1				

Annexure – C

BA (Hons.) in Economics , Three-Year Programme

Academic Curriculum (2018-19 onwards), Third Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Autumn Semester	**EM 371**	**Micro Economics - III**	3	-	-	3	3	25	25	50
	EM 381	**Public Finance-I**	3	-	-	3	3	25	25	50
	EM 391	**Elementary Econometrics**	3	-	-	3	3	25	25	50
	EM 303	**International Economics-I**	3	-	-	3	3	25	25	50
	EM 313	**Monetary Economics-I**	3	-	-	3	3	25	25	50
	EM 323	**Dissertation****	-	-	-	6				
		Sub Total	**15**	**-**	**-**	**21**				
	GE 303	Proficiency (Non-Credit) #				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Spring Semester	**EM 372**	**Macro Economics - III**	3	-	-	3	3	25	25	50
	EM 382	**Public Finance-II**	3	-	-	3	3	25	25	50
	EM 392	**Applied Econometrics**	3	1	-	4	3	25	25	50
	EM 304	**International Economics-II**	3	-	-	3	3	25	25	50
	EM 314	**Monetary Economics-II**	3	-	-	3	3	25	25	50
	EM 324	**Financial Economics**	3	1	-	4	3	25	25	50
		Sub Total	**18**	**2**	**-**	**20**				
		Total Credits	**101**	**15**	**4**	**124**				
	GE 306	Proficiency (Non-Credit) #				1				

CW: *Course Work;* ***MTE:*** *Mid Term Examination;* ***ETE*** *: End Term Examination*

** Course Work (CW) would include regularity, evaluation of assignments, surprise tests, etc.*

 # The university offers five foreign languages, i.e. Chinese, French, Japanese, German and Spanish, out of which a student is required to select any one. There is no option of change once selected.

***Evaluation of Dissertation would comprise of Project Report and Viva-voce.*

COURSE DESCRIPTION

BA (Hons.) in Economics

Autumn Semester-First Year

EM 191 Principles of Economics-I 3-1-0-4

Basic Concepts of Economics: Scope, Fields and Methods of Economics, The Economic Policy, PPF, Different economic systems, Graphs and its uses, Slope: nature and measurement, Demand and supply and their determinants, Market Equilibrium, Price rationing and alternative Rationing Mechanisms, Price Elasticity and its determinants [12]

Consumption and Production: Utility, Diminishing MU, Meaning and Properties of Indifference curves, Budget constraints, Consumers' optimum choice, Income and Substitution effects, Consumer Surplus, Production, Productivity, Behaviour of profit maximizing firms, Production Functions with one variable factor and with two variables factor of production, Isoquant and Isocost lines [13]

Perfect and Imperfect Market: Cost and Revenue Functions: Accounting and Economic costs, Costs in the short run, Fixed costs, variable costs, Marginal costs, Long run AC and MC, TR,MR,AR, Output decision taking Costs and Revenues (Total and Marginal methods), Features of Perfect and Imperfect Perfect Competition [8]

Input Markets: Input Markets: Labour, Land and Capital Markets, Demand for inputs, Diminishing Returns, Marginal Revenue Product, Input demand curve, Labour Market and demand for labour, Shifts in input demand curves, Land markets and rent, Capital Market, Capital Income-Interest and profit [9]

International Economics: Trade surpluses and deficits, The economic basis for trade--absolute advantage and comparative advantage, Terms of trade, Exchange rates, Trade Barriers--tariffs, subsidies and quotas, The cases for free trade or protection [10]

Text Book:

1. Case Karl E. and Fair Ray C. Principles of Economics, Pearson Education Asia.

References:

1. Mankiw N. Gregory. Principles of Economics, Thomson.
2. Stiglitz J.E. and Walsh C.E. Principles of Economics, W.W. Norton & Co, New York.

EM 161 Mathematics for Economics-I 3-1-0-4

Basic Concepts: Sets and set operations, Real Numbers, Ordered pairs, Cartesian products, Intervals, Some properties of Point Sets in R^n – Euclidean distance, Neighbourhood, Boundary point of a set, Open, closed and bounded sets, Convex combination, Convex sets, Interior points, Strict convexity vs weak convexity	[10
Relations and Functions: Types of functions: polynomial functions- linear, Quadratic, Cubic and n^{th} degree polynomial, Rational functions, Rectangular hyperbola, Power, Exponential and logarithmic functions, Composite functions, The inverse function, Sequence and series- the concept of convergence of a sequence and its limit at a point, Properties of a convergent sequence, Series- arithmetic, geometric and harmonic	[10]
Differential Calculus: Univariate calculus, Continuity of a function, The concept of slope of a function, Derivative of a function, Conditions for differentiability, Rules of differentiation: sums, products and quotients of functions, Composite functions and the Chain Rule, Inverse functions, Derivative of different types of functions, Indeterminate forms and L'Hospital's Rule, Second and higher order derivatives, Applications to verify concavity and convexity, Taylor's series formula and the mean value theorem	[14]
Linear Algebra: Systems of linear equations: properties of their solution sets, Matrices: addition, product, rank of a matrix, Determinants and their properties, Inverse of a matrix, Application of Cramer's rule for solution of a system of linear equations	[8]
Vector Spaces: Algebraic and geometric properties, Scalar products, Basis of a vector space, Orthogonality, Linear transformations: properties, The Eigenvalue problem, Spectral decomposition of a square matrix, Quadratic Forms- positive/negative definite, Semi-definite and indefinite forms	[10]

Text Book:

1. Chiang Alpha C. and Wainwright Kevin (2013). Fundamental Methods of Mathematical Economics, McGraw Hill.

References:

1. Sydsaeter Knut and Hammond Peter J. Mathematics for Economic Analysis, Pearson Educational Asia.
2. Silberberg Eugene and Suen Wing. The Structure of Economics: A Mathematical Analysis, Irwin McGraw Hill.
3. Hoy, Michael, John Livernois, Chris Mckenna, Ray Rees and Thanasis Stengos, Mathematics for Economics, PHI Learning.
4. Alpha C. Chiang(1984). Fundamental Methods Of Mathematical Economics. (New Delhi: MC graw Hill, International Book Company).
5. Edward T. Dowling(1980). Introduction to Mathematical Economics (New Delhi: Tata MCgraw-Hill publishing company Ltd.).

EM 171 Statistics for Economics-I 2-1-2-4

Measures of Central Tendency: Arithmetic Mean, Median and Mode, Properties of Arithmetic Mean, Graphical Location of Median and Mode, Comparison of Mean, Median and Mode, Geometric and Harmonic Mean [10]

Index Number: Their Concept as Weighted Averages, Problems in the Construction of Index Numbers, Chain Index, Cost of Living Index Number , Wholesale Price Index and Cost of Living Index in India, Base Shifting, Uses of Index Numbers [8]

Dispersion, Skewness and Kurtosis: Range, Quartile Deviation, Mean Deviation and Standard Deviation, Properties of Standard Deviation, Comparison of Different Measures of Dispersion, Measures of Relative Dispersion-- Curve of Concentration [10]

Measurement of Inequality: Gini Coefficient and Coefficient of Variation/Lorenz Curve, Measures of Skewness and Kurtosis, The Concept of Moments [8]

Correlation Analysis: Elementary Analysis of Linear Correlation: Covariance, Scatter Diagram, Coefficient of Simple Correlation– Properties and the Method of Calculation, Concept of Spearman's Rank Correlation [8]

Regression Analysis: The Concept of Regression, Regression Lines and their Estimation in a Bivariate series, Least Squares Method, The Concept of R^2 and Standard Error of Estimate [8]

Text Book:

1. Gupta, S.P. Statistical Methods, Sultan Chand & Sons, New Delhi.

References:

1. Goon A. M, Gupta M. K. and Dasgupta B. Fundamentals of Statistics, Vol-I World Press, Kolkata.
2. Mood. A. M, Graybill, F A. and Boes D. C. Introduction to the Theory of Statistics, McGraw Hill.
3. Mukyopadhyay P. Mathematical Statistics. Kolkata Publishing House.
4. Murray R. Speigel Theory & Problems of Statistics, Schaum's Publishing Series.
5. Nagar and Das, Basic Statistics, OUP.
6. Gupta, S.C. and Kapoor, V. K. Fundamentals of Mathematical Statistics, Sultan Chand & Sons, New Delhi.

EL 101 Foundation Course in English 2-0-0-2

Sentence Structure: Elements of a sentence (Subject, Verb, Object, Complement and Adjunct) [4]

Transformation of Sentence Structure: Degrees of adjectives, Active and Passive Voice (statement, negative, interrogative and imperative), Direct and Indirect narration (statement, negative, interrogative and imperative) [4]

Correct Usage of Language: Tenses (Present, Past and Future), Modals (can, could, will, would, shall, should, may, might, must, ought to, need) Phrasal verbs, Determiners (a, an, the, little, a little, few, a few, much, more, most) [4]

Writing Skills: Theme (Paragraph) writing, Letter (formal, informal, business letters) and application writing, report writing, résumé writing [6]

Common Errors in Effective Communication: How to avoid common sentence– structural errors, vocabulary and pronunciation [4]

Reading Comprehension: Efficient reading and note taking. [4]

Text Book:

1. Leech Geoffery, English Grammar for today, Longman, Delhi.

References:

1. Hornby A.S.: A Guide to patterns and usage, Oxford University Press, Delhi.
2. Murphy and Reynold: Essentials of English grammar, Cambridge University Press.
3. Wren & Martin: English Grammar & Composition, S.Chand & Co, Delhi.
4. Quirk & Greenbaum: University English Grammar, Longman Publications.
5. Sharma, R.C. & Krishna Mohan: Business Correspondence & Report writing; Tata McGraw Hill, New Delhi.

MD 003 Environmental Studies 3-1-0-4

Environmental Science: Definition, scope and importance, Multidisciplinary nature [2]

Ecology and Life Sustaining Process: Origin, evolution and diversification of life; natural selection; levels of selection. Ecosystem structure, functions; nutrient cycles; biomes; habitat ecology; primary and secondary productivity; Population ecology; metapopulation dynamics; growth rates; density growth; niche concept; Species interactions:. Biodiversity and bio conservation; genetic drift; biogeography and evolutionary ecology (Indian context only); geneenvironment interaction; Endangered and endemic species of India [6]

Present civilization and its engine: Empowerment through Science and Technology: Its power and its consequences. The strongest contemporary ideas of science and their consequences on society. Industrial Civilization and its engine. Economics and its limitations: meta economics Psychology: The Anatomy of Greed, Envy and Vanity (Freud's Psychoanalytic perspective, Hans Selye Stress Model; Self-regulation techniques) Unsustainable development. Traditional methods of protecting nature Suggested Case studies: i) Cultural Basics of our Environmental Crisis: ii) Ecofeminism [6]

Natural Resources (Renewable and Non-renewable Resources): Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over-utilization of surface and Ground Water, Mineral resources – Use and exploitation, Role of an individual in conservation of natural resources Suggested Case Studies: i) What has posterity ever done for me? ii) Energy policy and further future: The identity problem [6]

The story of Commons: Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, water logging, salinity, Drought, Earthquakes, Cyclones and Landslides. Suggested Case Studies i) The tragedy of the commons: ii) We all live in Bhopal iii) The Silent Spring; [6]

Social Issues and the Environment: Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear accidents and holocaust. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. Role of Information Technology in environment and human health. Suggested Case Studies: i) Earth the Crowded Planet ii) Famine Affluence and morality iii) The world food supply [6] Protection and Prevention of Environment [6]

Protection and Prevention of Environment with Special intervention: Environment Protection and the Law: Constitution Provisions Relating to Environment, Constitutional provisions about states powers concerning acquisition, regulation and distribution of [6]

natural resources (water, forests, mines, oil). Primary Protective Laws: Environment Protection Act, 1986, Water (Prevention and Control) Act, 1974, Air (Prevention and Control) Act, 1981, Forest Act, 1927, Forest Conservation Act, 1980, Biodiversity Act, 2002, National Environment Tribunal Act, 1995, National Environment Appellate Act 1997, the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, National Green Tribunal Act, 2010. Secondary Laws: Noise pollution regulations: Environment Impact Assessment (EIA), rules relating to waste management (Solid wastes, hazardous wastes, bio-medical wastes, The Costal Regulation Zone Notification). Role of information technology in environment and human health, Greenhouse, its effect, remedies and international declaration related to it

Sustainable Development (Objective and Application): Introduction: Dysfunctional civilization, Vision of sustainable world, Satyagraha for Conservation, Buddhist Attitude towards nature , Buddhists Economics Case studies a. Management Sciences: Carbon Credits and Trading, green marketing and cause related marketing b. Science and Engineering Issues: Organic farming, Renewable energy. c. Built Environments: Sustainable site planning, management of waste and its reduction, Low energy building materials and its implications, embodied energy, different case studies d. Sustainable fashion: Online study of eco-fashion brands; how India can lead? e. Judicial activism [11]

Field Trip & Report writing: (Any one of the following) i) Visit to renewable energy site ii) Visit to biodiversity park iii) Workshop on sustainable fashion iv) Shekhawati and its environment v) Morarka Foundation (organic farms) Nawalgarh/ Piplantri village Rajsamand district

Text Books:

1. Environmental Science: A Global Concern, Cunningham William P. Saigo B Woodworth, McGraw-Hill Higher Education; Sixth Edition (2001).
2. Odum E. P. Barret G.W Fundamental of Ecology, 5 th Edition Cengage Learning, (2004).

References:

1. Environmental Law, S.C Shastri,5th Ed EBC Explorer, India, (2015).
2. Introduction to Psychology, C.T Morgan, R.A King, J.R. Weisz, J. R., & J. Schopler, International Student edition, Tata McGraw Hill, New Delhi (1986).
3. Small is Beautiful: Economics as if People Mattered E.F.Schumacher, Blond and Briggs, London (1973).
4. Heywood V.H. & Watson R.T. 1995. Global biodiversity assessment, Camb ridge Univ. Press.
5. Our Common Future, Report on World Commission on Environment and Development United Nations Document(1987).
6. Al Gore, Dysfunctional Civilization: The Earth in Balance, Houghton, Mifflin, (1992).

EM 181 Economic History of India 1857-1947 3-0-0-3

Introduction: Colonial India: Background and Overview of colonial economy, Macro Trends: National Income, Population, Occupational structure [11]

Agriculture and Industry: Agrarian structure and land relations, Agricultural markets and institutions – credit, commerce and technology, Trends in performance and productivity, Famines, Railways, The de-industrialisation debate, Evolution of entrepreneurial and industrial structure, Nature of industrialisation in the inter war period, Constraints to industrial breakthrough, Labor relations [15]

Economy and State in the Imperial Context: The imperial priorities and the Indian economy, Drain of wealth, International trade, capital flows and the colonial economy – changes and continuities, Government and fiscal policy [13]

Text Book:

1. Tirthankar Roy, The Economic History of India 1857-1947, Oxford University Press, 3rd edition, 2011.

References:

1. Irfan Habib, Indian Economy 1858-1914 (A People‘s History of India), Vol.28, Tulika.
2. R Dutta and K P M Sundaram: Indian Economy, S Chand.
3. A.N.Agarwal: Indian Economy, Problems of Development and Planning, New Age.
4. Mishra and Puri: Indian Economy, Himalaya.

Spring Semester-First Year

EM 162 Principles of Economics-II 3-1-0-4

Introduction to Macroeconomics: The roots of macroeconomics, Difference between micro and macro economics, Macroeconomic concerns, Role of government in the macro economy, Components and Methodology of the macro economy, National Income Accounting, Black economy,The Classical System: The Full-Employment Model: Macroeconomic Equilibrium, the labour market, the product market, the capital market, extending the full employment model [18]

The Simple Keynesian Model: Aggregate expenditure and equilibrium output--aggregate output and aggregate income, Equilibrium aggregate output, Government participation in the economy, Fiscal policy at work--The Multiplier effect, Money in the Modern Economy, Characteristics of a monetary economy, The demand for money, The supply of money and overall liquidity position, Credit creation [16]

Inflation and Open Economy: The causes of inflation, Level of prices and the value of money, Fisher effect, Cost of inflation, Balance of Payments--The current and capital account, Determining equilibrium output in an open economy, Open economy with flexible exchange rates--Markets for foreign exchange, Factors affecting exchange rates, Effects of exchange rates on the economy [18]

Text Book:

1. Mankiw N. Gregory. Principles of Economics, Thomson.

References:

1. Stiglitz J.E. and Walsh C.E. Principles of Economics, W.W. Norton & Co, New York.
2. Stone R. and Stone G. National Income and Expenditure, Bowes and Bowes London.
3. Case Karl E. and Fair Ray C. Principles of Economics, Pearson Education Asia.

EM 172 Mathematics for Economics-II 3-1-0-4

Optimization: Necessary conditions for unconstrained maxima and minima, Points of inflection, Second order conditions, Optimization over an interval, Multivariate calculus: partial and total differentials of first and second order Applications to verify convexity/ concavity and quasi-convexity/quasi-concavity, Unconstrained optimization- first order conditions for optimization, Second order conditions, Constrained optimization with equality constraints: Lagrange method- first and second order conditions	[19]
Integral Calculus: Techniques of integration- substitution rule and integration by parts, Riemann integral- partition over an interval and Riemann Sum, Integrability of a function, fundamental theorem of integral calculus, properties of definite integrals, Improper integrals- applications in measuring consumer surplus and present value of an indefinite stream of payments under continuous discounting	[18]
Dynamics Methods: Linear first-order difference equations, Non-linear first order difference equations, Linear second order difference equations, Linear first order differential equations, Non-linear first-order differential equations, Linear second order differential equations	[15]

Text Book:

1. Chiang Alpha C. and Wainwright Kevin (2013). Fundamental Methods of Mathematical Economics, McGraw Hill

References:

1. Sydsaeter Knut and Hammond Peter J. Mathematics for Economic Analysis, Pearson Educational Asia.
2. Silberberg Eugene and Suen Wing. The Structure of Economics: A Mathematical Analysis, Irwin McGraw Hill.
3. Hoy, Michael, John Livernois, Chris Mckenna, Ray Rees and Thanasis Stengos, Mathematics for Economics, PHI Learning.
4. Alpha C. Chiang(1984). Fundamental Methods Of Mathematical Economics. (New Delhi: MC graw Hill, International Book Company).
5. Edward T. Dowling(1980). Introduction to Mathematical Economics (New Delhi: Tata MCgraw-Hill publishing company Ltd.).
6. RGD Allen(1986). Mathematical Analysis for Economists (New Delhi: Macmillan India Ltd).

EM 182 Statistics for Economics-II 2-1-2-4

Sampling Theory and Probability: Methods of sampling, Types, Properties of random samples, Non-random sampling, Sampling vs. non-sampling errors, Probability: Concepts of Sample Space and Events, Probability of an Event, Addition and Multiplication Theorems, Conditional Probability and Independence of Events, Bayes theorem [15]

Probability Distributions: Concept of a Random Variable, Discrete and Continuous Random Variable, Probability Density Function, Mathematical Expectation and its Properties, Sampling Distribution of Sample Mean and Variance, Theoretical Distributions: Binomial, Poisson and Normal distribution-its properties, Central Limit Theorem [17]

Estimation and Hypothesis Testing: Parameter and statistic, Estimates and estimators, Point estimators and its properties, Confidence intervals for population parameters, Hypothesis: null vs alternative hypotheses, Type I and Type II errors, Power of a test, Concept of degrees of freedom, Hypotheses testing related to population parameters based on *Z-test, t-test, χ^2-test, and F-test* [20]

Text Book:

1. Gupta, S.P. Statistical Methods, Sultan Chand & Sons, New Delhi.

References:

1. Goon A. M, Gupta M. K. and Dasgupta B. Fundamentals of Statistics, Vol-I World Press, Kolkata.
2. Mood. A. M, Graybill, F A. and Boes D. C. Introduction to the Theory of Statistics, McGraw Hill.
3. Mukyopadhyay P. Mathematical Statistics. Kolkata Publishing House.
4. Murray R. Speigel Theory & Problems of Statistics, Schaum's Publishing Series.
5. Nagar and Das, Basic Statistics, OUP.
6. Gupta, S.C. and Kapoor, V. K. Fundamentals of Mathematical Statistics, Sultan Chand & Sons, New Delhi.

BM 162 Business Communication 3-0-0-3

Introduction: Basic forms of communication, Communication models and processes, Effective communication, Theories of communication, Audience analysis	[5]
Corporate Communication: Formal and Informal Communication networks, Grapevine, Miscommunication (Barriers), Improving Communication, Practices in Business Communication and Group discussions	[6]
Report Writing: Introduction to a proposal, Elements of a Report, Short report and formal report, Report Preparation and Presentation	[3]
Oral Presentation: Principles of oral presentations, Factors affecting presentation, Sales presentation, Training presentation, Conducting surveys, Speeches to motivate, Effective presentation skills and , Individual and group presentations	[8]
Non-Verbal Aspects of Communication: Body language, Kinesics, Proxemics, Para language	[3]
Effective Listening: Principles of effective listening, Factors affecting listening exercises, Oral, Written, Video sessions and Seminars	[7]
Interviewing Skills: Appearing in interviews, Conducting interviews, Writing resume and Letter of Application, Mock interviews	[5]
Modern Forms of Communication: Fax, E-mail, Video-conferencing and their uses in business	[2]

Text Book:

1. Kaul, Business Communication, Prentice Hall, New Delhi.

References:

1. Gupta, C.B., Business Communication, Sulthan Chand & Sons, New Delhi.
2. Rajendra Pal and Korlhalli J.S., Essentials of Business Communication , Sultan Chand & Sons, New Delhi.
3. Nirmal Singh, Business Communication Principles, Methods and Techniques - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Sharma, R.C., and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw McGraw-Hill Publishing Company Limited, New Delhi

CA 141 Application Software Laboratory 0-0-4-2

Introduction: MS office: MS word, Excel, and Powerpoint	[4]
MS WORD: Creating and Designing a Document, Entering text, Word excercise	[7]
Excel: Entering numbers and formulas, Excel excercise	[8]
Powerpoint: Moving and inserting text, Chart organization, Powerpoint excercise	[7]

Text Book:

1. P.K. Sinha, " Fundamentals of Computers", BPB Publication, New Delhi.

References:

1. Peter Norton's, "Introduction to Computers", TMH, New Delhi.
2. R. K Taxali, "PC Software for Windows", TMH, New Delhi.
3. Coutrer, "Mastering Office 2000", BPB Publication, New Delhi.
4. V.Rajaraman, "Introduction to Computer", PHI, New Delhi.

EM 192 Environmental Economics 3-0-0-3

Introduction: Key environmental issues and problems, Economic way of thinking about these problems, Basic concepts from economics, Pareto optimality and market failure in the presence of externalities, Property rights and other approaches [12]

The Design and Implementation of Environmental Policy: Overview, Pigouvian taxes and effluent fees, Tradable permits, Implementation of environmental policies in India and international experience, Transboundary environmental problems, Economics of climate change [12]

Environmental Valuation Methods and Applications: Valuation of non-market goods and services--theory and practice, Measurement methods, Cost-benefit analysis of environmental policies and regulations [8]

Sustainable Development: Concepts, Measurement, Perspectives from Indian experience [7]

Text Book:

1. Roger Perman, Yue Ma, Michael Common, David Maddison and James McGilvray, Natural Resource and Environmental Economics, Pearson Education/Addison Wesley, 4th edition, 2011.

References:

1. Charles Kolstad, Intermediate Environmental Economics, Oxford University Press, 2nd edition, 2010.
2. Robert N. Stavins (ed.), Economics of the Environment: Selected Readings, W.W. Norton, 6th edition, 2012.
3. Robert Solow, An Almost Practical Step toward Sustainability, Resources for the Future 40th anniversary lecture,1992.

Autumn Semester-Second Year

EM 241 Micro Economics-I 3-1-0-4

Consumer's Choice: Consumer preferences, Utility function-ordinal, and cardinal utility, Indifference curves and its properties , Indifference curve in case of -- Perfect substitutes, Perfect complements, Bads, Neutrals, Satiation, Discrete goods and well behaved preferences, Marginal utility and Marginal rate of substitution, Constructing a utility function from indifference curves, Budget constraint, Changes in budget line, Effect of taxes, subsidies, and rationing, Optimal choice and consumer demand in ordinal preferences, optimal choice under different goods and preferences [14]

Demand: Normal and inferior goods, Income offer curve and the Engel Curve, Shapes of income offer curves and Engel Curves in cases of- Inferior good, Perfect substitutes, Perfect complements, Cobb-Douglas preferences, Homothetic preferences, Quasi-linear preferences, Ordinary goods and Giffen goods, Price offer curve and its shapes in different conditions, Inverse demand function, Slutsky and Hicks equation, Compensated demand curves, Consumer's surplus: Marshallian and Hicksian [13]

Production: Inputs and outputs, Technological constraints and production set, Law of variable proportions, Law of returns to scale, Cobb-Douglas production function and its properties [12]

Cost: Fixed and quasi-fixed cost, Sunk cost, Variable costs, Marginal cost, Long-run costs- LAC and LMC, Economies and diseconomies of scale of Production, Dynamic changes in costs-the Learning Curve Profit maximization and cost minimization for a firm in short-run and long-run [13]

Text Book:

1. Ahuja H. L: Advanced Economic Theory, S Chand & Sons, New Delhi.

References:

1. Pindyck R S. and Rubinfeld D. L. Micro Economics. Prentice Hall, India.
2. Koutsoyiannis, A: Modern Microeconomics, ELBS.
3. Kreps, D. (1990): A Course in Microeconomic Theory. Princeton, N.J.: Princeton University Press.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.
6. Nicholson Walter and Snyder Christopher, Microeconomic Theory-Basic Principles and Extensions, Cengage Learning.
7. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
8. Varian H. R. Intermediate Micro Economics: A Modern Approach, Affiliated East -West Press

EM 251 Macro Economics-I 3-1-0-4

National Income: Concepts of National Income, Rules and Methods of Measurement of National Income, Circular Flow of Income and expenditure in two, three, and four-sector economy, Measuring Inflation rate and Unemployment rate, The Relation between GDP Gap, Inflation rate and unemployment Gap [17]

Classical Macroeconomics: The aggregate supply function-Production function and aggregate supply curve, Say's law of markets, Output and Employment in classical theory, Quantity theory of money and aggregate demand function, classical model with and without saving and investment, Keynes' objection to the classical theory [17]

Keynesian Macroeconomics: Keynesian equilibrium, the consumption function, Effective demand, The multiplier, The simple Keynesian model of income and output determination, Keynes' fundamental psychological law of consumption and its implication, Government participation in the economy, Fiscal policy at work-The Fiscal Multiplier effect [18]

Text Book:

1. Ahuja H. L: Macro Economic Theory and Policy, S Chand & Sons, New Delhi.

References:

1. Shapiro, E. (1996), Macroeconomic Analysis, Galgotia Publications, New Delhi.
2. Ackley, G. (1976), Macroeconomics: Theory and Policy, Macmillan Publishing Company.
3. Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. Errol D'Souza, Macro Economics, Pearson Education, 2009.
6. D. Dasgupta. The Macroeconomy, Oxford University Press, 1997
7. Hejidra, B.J. and F.V. Ploeg (2001): Foundations of Modern Macroeconomics, Oxford University Press.
8. N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.

EM 261 Development Economics-I 3-1-0-4

Economic Growth and Development: Meaning of development and growth, Characteristics of less developed countries, Factors in Economic development, Measuring development and development gap — per capita income, inequality of income and wealth, Gini coefficient, Human Development Index , Physical Quality of Life Index, and other indices of development [17]

Theories of Economic Development: Classical (Smith, Ricardo, Malthus), Marxian – Theory of Social change, Immutable laws, Crisis in capitalism, Schumpeter and capitalist development, Rostow's stages of growth [15]

Approaches to Economic Development: Partial theories of growth and development, Vicious circle of Poverty, Circular causation, Theory of unlimited supply of labour, Big push, Balanced growth, Unbalanced growth, Circular causation theory, Critical Minimum Effort Thesis, Low level of equilibrium trap, Dualism: Technical, Behavioural and Social [20]

Text Book:

1. Ghatak, S. An Introduction to Development Economics, Allen and Unwin, London.

References:

1. Adelman, I. Theories of Economic Growth and Development. Stanford University.
2. Chenery, H. and T.N. Srinivasan (Eds) Handbook of Development Economics, Vols 1 & II Elsevier, Amsterdam.
3. Kindleberger, C. P. Economic Development, McGraw Hill, New York
4. Myint, H. Economic Theory and Underdeveloped Countries. Oxford University Press, New York.
5. Thirwal, A. P. Growth and Development, Macmillan, U. K.

EM 271 Data Analysis-I 1-0-4-3

Describing Data: Construction of graphs and its interpretation, Measure of central tendency-- Mean, Median and Mode and its interpretation, Measures of Deviation and Dispersion, and its uses in economic theory, Skewness and Kurtosis, Dot and Box plots and its explanation on Excel and SPSS statistical Package [18]

Bivariate Analysis: Correlation and its coefficient, Coefficient of determination, Testing the significance of the coefficient of correlation, Least square principle, Drawing the regression line, Assumption underlying linear regression on Excel and SPSS statistical Package [21]

Text Books:

1. Darren, G.: SPSS for Windows Step by Step: A Simple Guide and References 18.0 update (11th edition), Prentice Hall, New Delhi.
2. Lind, Marchal and Wathen: Basic Statistics for Business & Economics, McGraw Hill, New Delhi.

References:

1. Jaggia and Kelly : Business Statistics, McGraw Hill, New Delhi.
2. Bowerman, O'Connell and Murphree : Business Statistics in Practice, McGraw Hill, New Delhi.
3. Doane and Seward: Applied Statistics in Business and Economics, Tata McGraw-Hill, New Delhi.
4. Davis and Pecar: Business Statistics using EXCEL, Oxford University Press, New Delhi.

EM 231 Indian Economy-I 3-0-0-3

Colonialism and Underdevelopment of the Indian Economy: Meaning of Colonialism, British Rule and the Exploitation of India, The British Rule and India's Underdevelopment, State Policies and Economic Underdevelopment, The theory of drains — its pros and cons, Indian Economy at the Time of Independence, Planning exercises in India - National Planning Committee, Bombay Plan, People's Plan, Gandhian Plan, The Planning Commission [10]

Structure of the Indian Economy: Nature of the Indian Economy- Developing, Dualistic and Mixed Economy, Natural Resources and Ecological Issues- Land, water, Mineral and forest resources, Ecological Imbalance [07]

Broad demographic features: Population size and growth rates, Sex composition, Rural-urban migration, Occupational distribution, Problem of over-population, Population policy, Infrastructure development - Energy, Energy Crisis and Strategy, Transport and Communication [10]

Planning in India: Objectives, Strategy, Broad achievements and failures, Current Five Year Plan — Objectives, allocation and targets, New economic reforms — Liberalization, privatization and globalization, Rationale behind economic reforms, Progress of privatization and globalization [12]

Text Book:

1. Mishra and Puri (Latest Edition): Indian Economy, Himalaya Publication, New Delhi.

References:

1. R Dutt and K P M Sundaram: Indian Economy, S Chand.
2. A.N.Agarwal: Indian Economy, Problems of Development and Planning, New Age.
3. Planning Commission: Eleventh Five Year Plan, Vol I, II and III, Academic Foundation.
4. Government of India: Economic Survey (latest issue).

Spring Semester-Second Year

EM 242 Micro Economics-II 3-1-0-4

Analysis of Competitive Markets-I: Properties of Perfect Competition, elasticity and market demand, Elasticity and revenue, Income elasticity and Cross elasticity, Pure competition, Supply decision of a competitive firm, Shut-down condition, Inverse supply function, Profits and producer's surplus in the short run, Long-run supply curve of a competitive firm, Industry supply curve in the short-run, Elasticity and market supply, Industry long-run supply curve, Profits and producer's surplus in the long-run [18]

Analysis of Competitive Markets-II: Evaluation of government policies- consumer and producer surplus, Efficiency of a competitive market, Minimum prices, Price support and Production quotas, Competitive factor market- the market demand and market supply of inputs, Equilibrium in a competitive factor market [16]

Monopoly, Monopsony and Monopolistic Market: Characteristics of Monopoly, Output decision of a monopolist- short-run and long-run equilibrium, Equilibrium of a multiplant Monopolist, Monopoly power and its sources, Deadweight loss from monopoly power, Natural monopoly, Monopsony and monopsony power, Price discrimination, Selling cost and excess capacity in monopolistic competition [18]

Text Book:

1. Ahuja H. L. Advanced Economic Theory, S Chand & Sons, New Delhi.

References:

1. Pindyck R S. and Rubinfeld D. L. Micro Economics. Prentice Hall, India.
2. Koutsoyiannis, A: Modern Microeconomics, ELBS.
3. Kreps, D. (1990): A Course in Microeconomic Theory. Princeton, N.J.: Princeton University Press.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.
6. Nicholson Walter and Snyder Christopher, Microeconomic Theory-Basic Principles and Extensions, Cengage Learning.
7. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
8. Varian H. R. Intermediate Micro Economics: A Modern Approach, Affiliated East -West Press

EM 252 Macro Economics-II 3-1-0-4

Theories of Consumption and Investment: Consumption function, Absolute, relative, permanent and life cycle income hypothesis, Decisions to invest- Autonomous and Induced investment, MEC and MEI schedule, Profit and accelerator theories of investment, Rate of interest and Rate of investment, Role of finance beyond the interest rate [18]

Neo-classical and Keynesian Synthesis: Neo-classical and Keynesian views on interest, IS-LM approach of interest rate, Elasticity and shifts of IS and LM schedules, Extension of IS-LM model with government sector, Relative effectiveness of monetary and fiscal policies, Crowding out hypothesis, Extension of IS-LM models with labour market and flexible prices [17]

Open Economy Models: International flows of capital and goods, Saving and investment in an open economy, Mundell-Fleming model - Asset markets, Expectations and exchange rates, Open economy under floating and fixed exchange rates, Open economy and policy measures: fiscal, monetary and trade policies [17]

Text Book:

1. Ahuja H. L: Macro Economic Theory and Policy, S Chand & Sons, New Delhi.

References:

1. Shapiro, E. (1996), Macroeconomic Analysis, Galgotia Publications, New Delhi.
2. Ackley, G. (1976), Macroeconomics: Theory and Policy, Macmillan Publishing Company.
3. Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. Errol D'Souza, Macro Economics, Pearson Education, 2009.
6. D. Dasgupta. The Macroeconomy, Oxford University Press, 1997
7. Hejidra, B.J. and F.V. Ploeg (2001): Foundations of Modern Macroeconomics, Oxford University Press.
8. N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.

EM 262 Development Economics-II 3-1-0-4

Economic Development and Institutions: The choice of technology, Appropriate technology and employment in LDCs, Efficiency of small-scale vs. large-scale production, Markets and market failure, State and state failure, Issues of good governance, Need for investment criteria in LDCs: Types, Cost Benefit Analysis, Alternative investment criteria [17]

International aspects of Economic Development: International trade as an engine of growth, Static and dynamic gains from trade, Prebisch, Singer and Myrdal theses vs. free trade, Export-led growth, Tariffs and effective protection, WTO and developing countries, External resources, FDI, Aid vs. trade, Need for planning, Types – Democratic, Decentralized and Indicative planning, Micro-level planning [17]

Development and Environment: Environment- Economy linkage, Environment as a necessity and luxury, Population environment linkage, Allocation problem, Market failure for environmental goods, Environment as a public good, Common Property Resources, Property right approach to environmental problem-property rights approach, Property rights and environmental problems, Coarse theorem, Coarse theorem and transaction cost, Prevention, Control and abatement of pollution, Concept and indicators of sustainable development [18]

Text Book:

1. Ghatak, S: An Introduction to Development Economics, Allen and Unwin, London.

References:

1. Todaro, M. P. Economic Development, Longman, London.
2. Thirwal, A. P. Growth and Development, Macmillan, U. K.
3. Kindleberger, C. P. Economic Development, McGraw Hill, New York.
4. Myint, H. Economic Theory and Underdeveloped Countries. Oxford University Press,New York.
5. Adelman, I. Theories of Economic Growth and Development. Stanford University Press, Stanford.
6. Behrman, S. and Srinivasan T. N. Handbook of Development Economics. Vol.I to III, Elsevier, Amsterdam.
7. Mishra and Puri: Growth and Development, Himalya Publishing House, Delhi.

EM 272 Data Analysis-II 1-0-4-3

Multivariate Analysis: Multiple regression and correlation analysis, Multiple standard error of estimate, ANOVA table and its interpretation, Adjusted coefficient of determination, Evaluating the assumption of Multiple regression on Excel and SPSS statistical package [21]

Hypothesis Tests: One-tailed and Two-Tailed tests of significance: *t-test, ANOVA, Chi-Square-test* and explanation of result on Excel and SPSS statistical package [18]

Text Books:

1. Lind, Marchal and Wathen: Basic Statistics for Business & Economics, McGraw Hill, New Delhi.
2. Darren, G.: SPSS for Windows Step by Step: A Simple Guide and References 18.0 update (11th edition), Prentice Hall, New Delhi.

References:

1. Jaggia and Kelly : Business Statistics, McGraw Hill, New Delhi.
2. Bowerman, O'Connell and Murphree : Business Statistics in Practice, McGraw Hill, New Delhi.
3. Doane and Seward: Applied Statistics in Business and Economics, Tata McGraw-Hill, New Delhi.
4. Davis and Pecar: Business Statistics using EXCEL, Oxford University Press, New Delhi.

EM 232 Indian Economy-II 3-0-0-3

Important Areas of Concern: Poverty and inequality, Unemployment, Rising prices, Industrial relations [07]

Agriculture: Nature and importance, Trends in agricultural production and productivity, Factors determining productivity, Land Reforms, New agricultural strategy and green revolution, Rural credit, Agricultural marketing [10]

Industry: Industrial development during the planning period, Some Major Industries in India-Iron and Steel, Sugar Industry. Industrial licensing policy — MRTP Act, Competition Act, FERA and FEMA, Growth and problems of small-scale industries, Role of public sector enterprises in India's industrialization [10]

External Sector: Role of foreign trade, Trends in exports and imports; Composition and direction of India's foreign trade, Balance of payments crisis and the New economic reforms — Export promotion measures and the new trade policies, Foreign capital — FDI, Aid, Multinational corporations (MNCs) [12]

Text Book:

1. Mishra and Puri (Latest Edition): Indian Economy, Himalaya Publication, New Delhi.

References:

1. R Dutt and K P M Sundaram: Indian Economy, S Chand.
2. A.N.Agarwal: Indian Economy, Problems of Development and Planning, New Age.
3. Planning Commission: Eleventh Five Year Plan, Vol I, II and III, Academic Foundation.
4. Government of India: Economic Survey (latest issue).

Autumn Semester-Third Year

EM 371 Micro Economics-III 3-0-0-3

Game Theory: Game Theory: The pay-off matrix of a game, Two person zero sum and constant – sum game, Pure strategy and saddle point solutions, Concept of Nash equilibrium, Method of dominance and mixed strategies, Prisoner's Dilemma and the Commons problem [12]

Oligopoly: Characteristics and sources of oligopoly, Price and Output Determination under Oligopoly, Duopoly, Kinked Demand curve, Collusive Oligopoly: Cartels-Joint profit maximization and market sharing; Price Leadership – model of low cost firm, large dominant firm and barometric price leadership, Concepts of single and multiple basing point price system [13]

General Equilibrium and Welfare Economics: Interrelations and Interdependence of Markets, General Equilibrium in Exchange and Production, General Equilibrium in Competitive Product Market, Pareto optimality, Competitive equilibrium and pareto optimality, Welfare theorems, Social welfare functions, Concept of fairness, Arrow's impossibility theorem [14]

Text Book:

1. Ahuja H. L: Advanced Economic Theory, S Chand & Sons, New Delhi.

References:

1. Pindyck R S. and Rubinfeld D. L. Micro Economics. Prentice Hall, India.
2. Koutsoyiannis, A: Modern Microeconomics, ELBS.
3. Kreps, D. (1990): A Course in Microeconomic Theory. Princeton, N.J.: Princeton University Press.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. D. N. Dwivedi. Micro Economics Theory and Applications. Pearson Education.
6. Nicholson Walter and Snyder Christopher, Microeconomic Theory-Basic Principles and Extensions, Cengage Learning.
7. Maddala G. S. and Miller E. Micro Economics. McGraw-Hill International Editions.
8. Varian H. R. Intermediate Micro Economics: A Modern Approach, Affiliated East -West Press.

EM 381 Public Finance-I 3-0-0-3

Public Goods: Meaning and scope of public finance, Public finance vs. private finance, Fiscal functions allocation, Distribution and stabilisation role of government, Public goods - pure and partial public goods, Private goods and merit goods, Characteristics of public goods, Rationale of public provision of public goods, Free rider problem and externality, Role of government – taxes vs. regulation, Fundamental principle of public finance – Maximum Social Advantage [12]

Public Expenditure: Classification and growth of public expenditure, Wagner's law of increasing state activity, Peacock- Wiseman Hypotheses, Canon of public expenditure, Effects of public expenditure on production, Distribution and economic activities, Public sector pricing policy-average cost and marginal cost pricing, Criteria for public investment- Social cost-benefit analysis, Evaluation under risk and uncertainty [13]

Public Revenue: Sources and classification of public revenue- tax and non tax revenue, Direct and indirect taxes, Effects of tax on production, Distribution and economic activities, Principles of taxation – Benefit theory, Ability to pay theory, Burden of taxation, Neutrality in taxation, Shifting and incidence of taxation, Taxable capacity, Allocative and equity aspect of taxation [14]

Text Book:

1. Tyagi, B.P. Public Finance (Latest edition), Jai Prakash Nath & Company, Meerut.

References:

1. Atkinson and Stiglitz. Lectures on Public Economics.
2. Ghosh Ambar and Ghosh Chandana Economics of the Public Sector, PHI.
3. Musgrave, R.A, The Theory of Public Finance.
4. Houghton J. M. The Public Finance: Selected Reading, Penguin.
5. Goode R. Government Finance in Developing Countries. Tata McGraw Hill.
6. Ghosh Ambar and Ghosh Chandana Economics of the Public Sector, PHI.
7. Musgrave, R.A. Public Finance in Theory and Practices. McGraw Hill.

EM 391 Elementary Econometrics 3-0-0-3

Introduction: Definition, Nature and Methodology of Econometrics [6]

Regression Models: Two-variable linear regression model, Assumptions, OLS method of estimation, Importance of stochastic error term, Gauss-Markov theorem, Standard Errors of regression coefficients, Concepts and derivation of R^2 and adjusted R^2, ANOVA, Normality assumptions, Maximum likelihood estimation, K-variable linear regression model, estimation of the model [18]

Problems in Regression Analysis: Multicollinearity- sources, effects, detection and solution; Heteroscedasticity- tests, consequences, solution; Autocorrelation- sources, consequences, detection, remedies [15]

Text Book:

1. Gujrati, D.N. & Sangeetha : Basic Econometrics, Tata McGraw Hill Education Private Limited, New Delhi.

References:

1. Koutsoyiannis, A.: Theory of Econometrics, Macmillan Press Ltd, London.
2. Johnston, J. & Dinardo, J.: Econometric Method, Wiley & Sons, New York.
3. Woolridge, J.F. : Introductory Econometrics: A Modern Approach, South-Western College Publication, Mason.
4. Gupta S.C and Kapoor V.K., Fundamentals of Mathematical Statistics, Sultan Chand & Sons, New Delhi.
5. Kmenta J., Elements of Econometrics, University of Michigan Press.

EM 303 International Economics-I 3-0-0-3

Importance of Trade and Trade Theories: Importance of the study of International Economics, Inter-regional and international trade, Theories of absolute advantage, Comparative advantage and opportunity cost, Factor Endowments and Heckscher-Ohlin theory of trade — its main features, assumptions and limitations, Empirical studies - Leontief Paradox, Rybzynski effect, Factor price equalization and Stolper-Samuelson Theorem [13]

Trade and Economic Growth: Gains from trade— their measurement and distribution, Technical Progress and International Trade, Growth and Trade: Small and Open country cases, Concepts of terms of trade and their importance in the theory of trade, Doctrine of reciprocal demand — its importance and limitations in the theory of trade [14]

International Trade Policy: Trade restrictions: Tariff, Partial Equilibrium analysis of Tariff, Theories of Tariff structure, Import Quotas and other Non-tariff barriers, Economic Integration: Customs Union and Free Trade Areas, WTO and India [12]

Text Book:

1. Salvatore, Dominick: International Economics, John Wiley Publisher, London.

References:

1. Cherunilam, Francis: International Economics, Tata McGraw-Hill Companies, Delhi.
2. Sodersten, BO & Reed, Geoffrey: International Economics, McMillan Press Ltd, London.
3. Bhagawati, Jagdish: In Defence of Globalisation, 2004 Oxford University Press, Oxford.
4. Walter, Krause : International Economics, Houghton Miffin Publisher, Boston.
5. Dwivedi, D.N.: International Economics, Vikash Publishing House, New Delhi.
6. Mithani, D.M.: International Economics, Himalya Publishing House, Delhi.

EM 313 Monetary Economics-I 3-0-0-3

Demand for Money: Classical and Keynesian approaches to demand for money, Post-Keynesian approaches to demand for money — Patinkin and the Real Balance Effect, Approaches of Baumol and Tobin, Friedman and the modern quantity theory [13]

Supply of Money: RBI approach to money supply, High powered money and money multiplier, Money supply and open economy, Mechanistic and behavior model of money supply, Control of money supply [13]

Commercial Banking: Meaning, Functions of commercial banks, the process of credit creation and its limitations, Balance sheet of Commercial banks, Investment policy, Recent reforms in banking sector in India [13]

Text Book:

1. Hajela, T N (2008). Monetary Economics, Konark Publisher Pvt. Ltd., New Delhi.

References:

1. Lewis M. K. and P.D.Mizen (2000): Monetary Economics, Oxford.
2. Jadhav Narendra (2006): Monetary Policy, Financial Stability & Central Banking, Macmillan.
3. Baye and Jansen(1996): Money, Banking and Financial Markets, AITBS.
4. Gail E. Makinen (1978): Macroeconomics: Concepts, Theories and Policies, Money, The Price Level and Interest Rate, Prentice hall India Ltd.
5. David E.W.Laidler(1977): The Demand for Money: Theories & Evidence, Dun-Donnelly.
6. O. P. Kotwal (1987): Theories of Inflation: A Critical Survey, Tata-McGraw-Hill Publishing Co. Ltd.
7. Ackley G, (1978): Macroeconomics: Theory & Policy, New York, Macmillan.

Spring Semester-Third Year

EM 372 Macro Economics-III 3-0-0-3

New Classical Macroeconomics: The new classical critique of micro foundations, New classical approaches- the Phillips curve, Natural rate of unemployment, Rational expectations, Lucas on micro foundation of macroeconomics, Policy implications of new classical approach — empirical evidence [14]

Theories of Growth: Harrod-Domar model- instability of equilibrium, Solow and Kaldor growth models, Technological progress - embodied and disembodied technical progress: Hicks and Harrod approach [12]

Business Cycle: Nature and characteristics of business cycle, Schumpeterian theory of business cycle, The concept of accelerator, Samuelson and Hicks multiplier-accelerator interaction model, Monetary and Overinvestment theories, Control of trade cycles [13]

Text Book:

1. Ahuja H. L: Macro Economic Theory and Policy, S Chand & Sons, New Delhi.

References:

1. Shapiro, E. (1996), Macroeconomic Analysis, Galgotia Publications, New Delhi.
2. Ackley, G. (1976), Macroeconomics: Theory and Policy, Macmillan Publishing Company.
3. Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010.
4. Stonier, A.W. and D.C. Hague (1972): A Textbook of Economic Theory, ELBS & Longman Group, London.
5. Errol D'Souza, Macro Economics, Pearson Education, 2009.
6. D. Dasgupta. The Macroeconomy, Oxford University Press, 1997
7. Hejidra, B.J. and F.V. Ploeg (2001): Foundations of Modern Macroeconomics, Oxford University Press.
8. N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.

EM 382 Public Finance-II 3-0-0-3

Public Debt: Sources of public borrowing, Importance of public borrowing, Effects of public debt, Tax vs. Debt, Burden of public debt-classical approach, Shifting of debt burden, Intergenerational shifting, Methods of debt redemption, Debt management [12]

Budget: Concepts, Balanced vs. unbalanced budget, Balanced budget theorem and its criticism, Budgetary deficits and their limitations, Budget as an instrument of Economic policy, Zero based budgeting, Salient features of the recent union budget of India [13]

Issues in Indian Public Finance: Black money, Taxation of agriculture, Subsidies, Tax reforms in India: DTC and GST, Tax evasion, Trends in deficit spending, Expenditure reform, Shrinking size of development finance through budgets, Financial autonomy: centre state financial relation [14]

Text Book:

1. Tyagi, B.P. Public Finance (Latest edition), Jai Prakash Nath & Company, Meerut.

References:

1. Atkinson and Stiglitz. Lectures on Public Economics.
2. Ghosh Ambar and Ghosh Chandana Economics of the Public Sector, PHI.
3. Musgrave, R.A, The Theory of Public Finance.
4. Houghton J. M. The Public Finance: Selected Reading, Penguin.
5. Goode R. Government Finance in Developing Countries. Tata McGraw Hill.
6. Ghosh Ambar and Ghosh Chandana Economics of the Public Sector, PHI.
7. Musgrave, R.A. Public Finance in Theory and Practices. McGraw Hill.

EM 392 Applied Econometrics 3-1-0-4

Regressions with Qualitative Independent Variables: Dummy variable technique — Testing structural stability of regression models comparing to regressions, Interaction effects, Seasonal analysis, Piecewise linear regression, Use of dummy variables, Regression with dummy dependent variables — Applications [16]

Time Series Analysis: Stationarity, unit roots, Co-integration-spurious regression, Dickey-Fuller test, Engle-Granger test, Random walk model, Forecasting with ARIMA modelling, Box-Jenkins methodology, Vector Autoregression, Problems with VAR modelling — Applications [19]

Panel Data Techniques: Panel data techniques — Random coefficients model, Fix effects model, Random effect model [17]

Text Book:

1. Gujrati, D.N. & Sangeetha : Basic Econometrics, Tata McGraw Hill Education Private Limited, New Delhi.

References:

1. Koutsoyiannis, A.: Theory of Econometrics, Macmillan Press Ltd, London.
2. Johnston, J. & Dinardo, J.: Econometric Method, Wiley & Sons, New York.
3. Woolridge, J.F. : Introductory Econometrics: A Modern Approach, South-Western College Publication, Mason.
4. Gupta S.C and Kapoor V.K., Fundamentals of Mathematical Statistics, Sultan Chand & Sons, New Delhi.
5. Kmenta J., Elements of Econometrics, University of Michigan Press.

EM 304 International Economics-II 3-0-0-3

Exchange Rate: Concept and Types of Exchange Rate, Fixed versus Flexible exchange rate, Demand for and Supply of foreign exchange, Exchange Rate Determination: Trade or Elasticity Approach, Purchasing-Power Parity Theory, The Monetary Model to Exchange Rates, Asset or Portfolio Model of Exchange Rates, [13]

Balance of Trade and Payments: Concepts and components of balance of trade and balance of payments, Equilibrium and disequilibrium in balance of payments, Consequences of disequilibrium in balance of payments, Various measures to correct deficit in the balance of payments, Monetary approach to Balance of Payments, Concept and implications of foreign trade multiplier [14]

International Economic Institution: Functions of GATT/WTO (TRIPS, TRIMS), UNCTAD, IMF, World Bank and Asian Development Bank — achievements and failures, Forms of economic co-operation, Reforms for the emergence of international monetary system and trading blocs at the global level [12]

Text Book:

1. Salvatore, Dominick: International Economics, John Wiley Publisher, London.

References:

1. Cherunilam, Francis: International Economics, Tata McGraw-Hill Companies, Delhi.
2. Sodersten, BO & Reed, Geoffrey: International Economics, McMillan Press Ltd, London.
3. Bhagawati, Jagdish: In Defence of Globalisation, 2004 Oxford University Press, Oxford.
4. Walter, Krause : International Economics, Houghton Miffin Publisher, Boston.
5. Dwivedi, D.N.: International Economics, Vikash Publishing House, New Delhi.
6. Mithani, D.M.: International Economics, Himalya Publishing House, Delhi.

EM 314 Monetary Economics-II 3-0-0-3

Central Banking: Functions of a central bank, Quantitative and qualitative methods of credit control — The Reserve Bank of India: Roles and Functions, Monetary Policy of the RBI, Liquidity Adjustment Facility (LAF), Limitations of monetary policy of RBI [13]

Financial Markets: Structure of money market and capital market — Call money market, Treasury bill market, Commercial bill market including commercial paper and certificate of deposits, Government securities market, Primary and secondary market for securities [12]

NBFIs: Definition and Types of NBFIs: UTI, Mutual Funds, Insurance Companies, Provident Funds and Pension Funds, Growth and impact of NBFIs, Control of NBFIs, The Securities and Exchange Board of India - Genesis, Organization, Objectives and Functions, Performance of SEBI, IRDAI and its role in financial markets, Financial Sector reforms in India [14]

Text Book:

1. Hajela, T N (2008): Monetary Economics, Konark Publisher Pvt. Ltd., New Delhi.

References:

1. Lewis M. K. and P.D.Mizen (2000): Monetary Economics, Oxford.
2. Jadhav Narendra (2006): Monetary Policy, Financial Stability & Central Banking, Macmillan.
3. Baye and Jansen(1996): Money, Banking and Financial Markets, AITBS.
4. Gail E. Makinen (1978): Macroeconomics: Concepts, Theories and Policies, Money, The Price Level and Interest Rate, Prentice hall India Ltd.
5. David E.W.Laidler(1977): The Demand for Money: Theories & Evidence, Dun-Donnelly.
6. O. P. Kotwal (1987): Theories of Inflation: A Critical Survey, Tata-McGraw-Hill Publishing Co. Ltd.
7. Ackley G, (1978): Macroeconomics: Theory & Policy, New York, Macmillan.

EM 324 Financial Economics 3-0-0-3

Introduction: Evolution of limited liability companies, Alternative sources of fund for a firm, Debt and equity instruments of various types- a brief discussion of advantages and disadvantages associated with each type of instrument due to asymmetric information and agency problems -Concepts of Primary market and Secondary market	[11]
Concept of Present Value and its use in Finance: Time value of money and opportunity cost of capital, Investment decisions based on the concept of present value, Basics of bond valuation, Basic of stock valuation	[10]
Financial Statement Analysis: Analysis of financial statement and ratios, Accounting concepts, Profit and loss accounts and cash flow statements, Ratio analysis	[11]
Financial derivatives: Various forms of derivatives, Functioning of derivative markets	[8]

Text Book:

1. Gupta, S.B, Monetary Economics- Institutions, Theory and Policy, S. Chand & Sons, New Delhi.

References:

1. John Hull : Fundamentals of futures and options market, Prentice Hall; 5th edition.
2. P.Chandra : Financial management theory and practice, Mc Graw Hill, (2004)
3. Bharati.V. Pathak. The Indian Financial System : Markets , Institutions and Services, Pearson Longm, 2nd edition, (2007).
4. Bhole. LM.- Financial Institutions and Markets.

MODY UNIVERSITY

SCHEME OF STUDY

BBA AIRLINES AND AIRPORT MANAGEMENT
Version 2018 (Proposed)

School of Management Studies

Semester I

Year	Semester	Code	Subject	L	T	P	Credits
1	1	AAT -101	Introduction to Travel and Tourism	3	0	0	3
1	1	AAT -111	Managing Transport Operations	3	0	0	3
1	1	AAT -121	Emerging Indian Tourist Destinations	3	0	0	3
1	1	AAT -131	Tourism Resources of India	3	0	0	3
1	1	AAT -141	Management Concepts & Philosophies	3	0	0	3
1	1	AAT -151	Computer Application	3	0	0	3
1	1	AAP-161	Tourism Products: Asia, Australia & Africa	0	0	3	1.5
1	1	AAP-171	Indian Tourism Destinations	0	0	3	1.5
1	1	AAP-181	Computer Application Lab	0	0	2	1
1	1	UCT-143	Environment and Waste Management	2	0	0	2
1	1	AUC-001	Human Values & Professional Ethics	2	0	0	2
1	1	AAY-	Sports/ Yoga	0	0		1
1	1	AAY-	Arts/Fine Arts/ Music				1
Total				22	00	08	28

Semester II

Year	Semester	Code	Subject	L	T	P	Credits
1	2	AAT-102	Airlines and Tourism Operations	3	0	0	3
1	2	AAT-112	Emerging International Tourist Destinations	3	0	0	3
1	2	AAT-122	Automation in Tourism and Airlines Industry	3	0	0	3
1	2	AAT-132	Food and Beverage Service	3	0	0	3
1	2	AAT-142	Tourism Economics	3	0	0	3
	2	AAT-152	Human Resource Management	3	0	0	3
1	2	AAP-162	Food and Beverage Service Practical	0	0	3	1.5
1	2	AAP-172	Tourism Products: Europe & America	0	0	3	1.5
1	2	UCT-182	Communication Skills	3	0	0	3
1	2	UCP-192	Communication Skills Practical	0	0	2	1
1	2	AAY-	Sports/ Yoga	0	0	2	1
1	2	TTY-	Arts/ Fine Arts/ Music				1
Total				21	00	10	27

BBA-(Tourism & Travel Management)
Three-Year Programme
Academic Curriculum (2018-19 Onwards)
Second Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Autumn Semester	**Core Courses**									
	AAT-203	Geography of Tourism	3	-	-	3	3	25	25	50
	AAT-213	Customer Services	3	-	-	3	3	25	25	50
	AAT-223	Tourism Management	3	-	-	3	3	25	25	50
	AAT-233	Business Accounting	3	-	-	3	3	25	25	50
	Skill Enhancement Compulsory Courses									
		Foreign Language-I[#]	3	-	-	3	3	25	25	50
	MDC003	Environmental Studies	3	1	-	4	3	25	25	50
		Mody University Elective	3	-	-	3	3	20	-	80
	Generic Course									
	BS 251	Production & Operations Management	3	-	-	3	3	25	25	50
		Sub Total	**24**	**1**	**-**	**25**				
	GE 203	Proficiency (Non-Credit) [#]				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Spring Semester	**Core Courses**									
	AAT-204	Travel Agency & Tour Operations Business	3	-	-	3	3	25	25	50
	AAT-214	Organisational Behavior	3	-	-	3	3	25	25	50
	AAT-224	Tourism Planning & Development	3	-	-	3	3	25	25	50
	AAT-234	Tourism Organisations	3	-	-	3	3	25	25	50
	Skill Enhancement Course									
		Foreign Language-II[#]	3	-	-	3	3	25	25	50
		Mody University Elective	3	-	-	3	3	20	-	80
	Generic Course									
	BS 252	Business Ethics and Corporate Governance	3	-	-	3	3	25	25	50
		Sub Total	**21**	**0**	**0**	**21**				
	GE 204	Proficiency (Non-Credit) [#]				1				

BBA-(Tourism & Travel Management)
Three-Year Programme
Academic Curriculum (2018-19 Onwards)
Third Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Autumn Semester	AAT-305	Airlines Marketing	4	-	-	4	3	25	25	50
	AAT-315	Airport Operations	3	-	-	3	3	25	25	50
	AAT-325	Aviation Safety & Security	3	-	-	3	3	25	25	50
	AAT-335	Cargo Operations	4	-	-	4	3	25	25	50
	AAT-345	Airlines Operations	4	-	-	4	3	25	25	50
		Sub Total	**18**	**-**	**-**	**18**				
	GE 303	Proficiency (Non-Credit) #				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Durati on Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Spring Semester	AAT-306	Study Tour & Study Report ; Viva Voce (3 Weeks)	-	-	-	3	-	-	-	50
	AAT-316	Summer Internship & Project Report; Viva Voce (10 Weeks)	-	-	-	10	-	-	-	100
		Sub Total	**13**	**-**	**-**	**13**	**-**	-	-	
		Total Credits	**128**	**-**	**-**	**128**				
	GE 306	Proficiency (Non-Credit) #				1				

CW: *Course Work;* ***MTE:*** *Mid Term Examination;* ***ETE :*** *End Term Examination*

 # The university offers five foreign languages, i.e. Chinese, French, Japanese, German and Spanish, out of which a student is required to select any one. There is no option of change once selected.

***A student will go for Summer Internship after Second year and Evaluation of Summer Internship Project would comprise of Report and Viva - voce.*

Study Tour Report : 50% on report & 50% on Viva Voce.

Summer Internship Project Report : 50% on report & 50% on Viva Voce.

Note : - On the Job Training Report of Internship & viva-voce shall be a compulsory component for the students. Each student shall have to undergo 10-week or two-and-half months i.e. (Feb to Apr) training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create a job opportunity for the students while undergoing training in Travel Agency, Tour Operation, Tourism Information Offices, Hotels/Resorts etc. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business.

Semester I

Scheme Version – 2018	Introduction to Tourism and Travel	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 101	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts used in the field of travel and tourism industry.				
Subject Outcome					
1	To upgrade the basic knowledge about the tourism sector				
2	To guide the concepts used in the travel industry.				

Unit I

Concept of Leisure, Recreation, Tourism, Tourist, Traveler, Visitor, Excursionist, Components of Tourism and its characteristics. Tourism as an Industry

Classification of Tourism and Tourist, meaning, definitions and characteristics. Different types of tourism- Inbound tourism, Outbound tourism, Domestic tourism; Mass tourism, International tourism etc. Typology of Tourists, Plog's typology of Tourist

Unit II

History of Tourism through ages, Silk Route**,** Grand tours, Thomas Cook and the development of tourism. Present scenario of the tourism industry.

Linkages of Tourism with other subjects Viz. History, Sociology, Geography, Management and Economics.

Unit III

Concept of Tourism Demand and Supply. Significance, Problem and Prospects of Tourism Demand factors affecting Tourism Demand and Supply. Travel Propensity, Impacts of Tourism – Economic Impacts, Socio-culture Impacts, Environmental impacts.

Reference books/ material:

1. McIntosh et.al.,*Tourism Principles*. Prentice Hall Publication.
2. Mill and Morrison, *Tourism System*. Prentice Hall Publication.
3. Negi, Jagmohan, *Tourism and Travel Concepts and Principles*. Gitanjali Publishing House.
4. Kamra, K.K. and M. Chand, *Basics of Tourism: Theory operation and practice,* Delhi: Kanishka Publication

Scheme Version – 2018	Managing Transport Operations	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 111	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts are used in the transport business in the world and in India as well.				
Subject Outcome					
1	To guide the concepts used in the air and surface transport business				
2	To develop the concepts and operations of railways and waterways				

Unit – I

Evolution of tourist transport system - . Introduction to transport system - air, road, rail and water transport. Importance and Relationship between tourism and transport industry.

Challenges faced by tourism based transport system, Role of transport industry in making world a global village.

Unit II

Road transport: Approved tourist transport, car hire companies including rental car scheme and tourist-coach companies, Regional Transport Authority, road taxies, contract carriage, stage carriage, All India permits etc. Rail Transport: Introduction to Indian railway system, IRCTC- Role and services offered, Luxury trains in India- Palace on wheels, Shivalik express toy train, EURAIL- Network, types of passes etc.

Unit III

Air Transport: Types of airlines – Domestic, International, Inter Continental, Intra Continental, Regional, Charter etc. Major Airlines of India and international airlines. Functions of DGCA, IATA, ICAO &AAI, Services provided by Airlines- Difference b/w LCC and full service airlines.

Water Transport: Types of water transportation, historical past, cruise ships, ferries, hovercraft, river canal boats, Water transport as attractions, Inland Water Ways, International Cruise Liners- Star cruise Virgo, Disney cruise.

Reference books/ material:

1. ChuckY. Gee, Travel Industry
2. Stephen Page, Transport for Tourism
3. Mill, R.C. and Morrison,Tourism System
4. P.N. Seth, Successful Tourism Management

Scheme Version – 2018	Emerging Indian Tourist Destination	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 121	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is introduced to give the knowledge about the Indian tourism along with the famous tourist destinations.				
Subject Outcome					
1	This will help to understand the nature resources.				
2	To give the professional information about the Hill stations of India				
3	This will help to understand about the beach based destinations of India.				

UNIT I

Indian Geography, physical and political features of Indian subcontinent, climatic conditions prevailing in India. Tourism resources and attractions in different states of India:

Rajasthan,
Uttrakhand,
Madya Pradesh,
Goa.

UNIT II

Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, SasanGir, Dachigam, Ranthambhore and Keoladeo Ghana). Major wetlands of India.

UNIT III

Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital,Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdeep islands.

Reference books/ material:

1. Lonely Planet – India
2. JagmohanNegi – Travel Management
3. Indian Tourism Guide by Dr. AP Nanda

Scheme Version – 2018	Tourism Resources of India	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code AAT- 131	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The course aims to provide a basic knowledge in different tourism products of India. India is a country with ample and diversified tourism resources and products to offer for both domestic and International Tourist's.				
Subject Outcome					
1	This course envisages discussion on tourism products like Cultural, Heritage				
2	This course envisages discussion on tourism products like Art and Architecture, Paintings, Classical dance forms and Music. Etc.				

Unit I

Tourism Products-Concept, Definitions, Classification, Characteristics of tourism Products.

Difference between tourism product and other consumer product.

Heritage & Pilgrimage Tourism - Classification, Art and Architecture, Historical Monuments, Religious and Spiritual Centers (Hindu, Buddhist, Jain, Muslim, Christian and Sikh).

Unit II

Cultural Tourism - Fairs and Festivals, Classical Dance and Music, Folk culture, Handicrafts and Handlooms, National Park and Sanctuary, World Heritage Sites in India, Museums and Art Galleries, Indian Cuisines.

Unit III

Emerging Forms – Adventure tourism: Land based, Aero based and Water based activities, Rural Tourism, Medical Tourism, Yoga and wellness Tourism, Eco Tourism, Event and Sports Tourism.

Reference books/ materials

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Tourism Products (Second edition): New Royal Book Company (2012) – Manoj Dixit and Charusheela.
3. Indian Tourism Products: Abhijeet Publications – Robinet Jacob, Sindu Joseph.
4. Awakening Indians to India: ChinmayaYuva Kendra.
5. The Wonder that was India: Al Basham

AAT-141 **Management Concepts & Philosophies** **3-0-0-3**

Course Objective

The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

Course Content

Introduction: Concept – Need for study; Managerial functions – An overview; Coordination – Essence of management; Evolution of Management Thought – Classical, Neo classical and Modern approaches, MBO, Emerging issues in management. [08]

Planning: Types of Plan, Objectives of Planning, Planning process, SWOT, **Decision-making** – Concept, importance, Individual versus group decision making, Decision making process, Techniques of decision making. [12]

Organising & Staffing: Concept and importance; Process of organizing – An overview, span of management, line and staff authority, delegation of authority, centralization vs decentralization; Formal and informal organization; Types of organization structure; Concept and importance of staffing, Process of staffing. [12]

Directing and Controlling: Motivation – Concept, importance, intrinsic and extrinsic motivation; Motivation theories – Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y, Ouchi's Theory Z; Leadership – Concept, importance; Theories of leadership – Likert theory, Blake and Mouton's Grid theory, Tannenbaum and Schmidt Leadership continuum; Controlling – Concept, process, Principles of effective control, Major techniques of control. [07]

Text Books

1. Koontz, H. and Weihrich, H. *Essentials of Management*, Pearson Education.
2. Prasad, L.M., "*Principles and Practices of Management*", S Chand and Sons, New Delhi

References:

1. Luthans, F., "*Introduction to Management",* McGraw Hill.
2. Robbins, S. and Coulter, M.*Management,* Pearson Education.
3. Drucker P. F., *Practice of Management*, Mercury Books, London.
4. Griffin, R.W.,*Management Principles and Application*, Cengage Learning
5. Louis, A.Allen: Management and Organization; Mc Graw Hill, Tokyo.

Scheme Version – 2018	Computer Application	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT - 151	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The basic objective of the course is to introduce the students to the computer and networking concepts, computer applications, and productivity software.				
Subject Outcome					
1	This will help in enhancing the knowledge of computer and its applications.				
2	To give exposure about the awareness of computer technology and its role in society				

UNIT: I

Computer Basics: Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture.

Hardware and Software: Introduction, Computer Memory, Secondary Memory, Computer Peripherals, Output Devices, Software requirements.

UNIT II:

Detailed Content : Video Display, Storage Devices, Power-supplies, Basic input and output system, Wi-Fi, Operating system.

Windows XP: Introduction, Features, Comparison between Professional and Home edition, Windows XP installation, Activating Windows XP, Security features of Windows XP, Accessing User Accounts, and Getting Help.

UNIT III:

Excel 2007: Introduction, Workbook, Worksheet, Formatting in excel, Advanced formatting in Excel, Working with formulas, Printing worksheets.

MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Advanced Formatting, Using Templates, Inserting charts, Inserting tables, Printing presentations.

Security and Networking: Introduction, Simple Fine Sharing, Internet Information Services, Peer to Peer Networking.

Reference books/ materials

1. C.S. French "Data Processing and Information Technology", BPB Publications 1998
2. P.K Sinha `Computer Fundamentals`, BPB Publications, 1992
3. Guy Hart-Davis "The ABCs of Microsoft Office 97 Professional edition", BPB Publications, 1998
4. Karl Schwartz, "Microsoft Windows 98 Training Guide", 1998

Scheme Version – 2018	Tourism Products: Asia, Australia & Africa	L	T	P	C
	Apply to Program: BBA AAM – I Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP-161	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The main objective of this course is to familiarize students with tourism based geography. The topic covered during practical will impart knowledge related to geographical features of the World.				
Subject Outcome					
1	This will help to identify the various locations of the Asia, Australia and Africa.				
2	The attractions for the international destinations.				

List of Practical:

- Locate and Label the countries of Asia and their capitals on the Map of Asia.
- Locate and label major attractions of Singapore on the map of Singapore/World.
- Locate and Man Made attractions of China on the Map of China/World
- Locate and label Tourist attractions of Indonesia on the map of Indonesia/World.
- Locate and label Sea port of Indonesia on the map of Indonesia/Asia.
- Locate and label Famous beaches of Indonesia on the map of Indonesia/Asia.
- Locate and label major attractions of Malaysia on the map of Malaysia/World.
- Locate and Label the countries of Africa and their capitals on the Map of Africa.
- Locate and label the national parks of South Africa on the Map of Africa/World.
- Locate and label the major tourist attractions of South Africa
- Locate and Label the Cities of Australia on the Map of Australia
- Locate and label the International Airports of Australia on the map of Australia/World
- Locate and label the Tourist attractions of Sydney on the map of Australia.
- Locate and label major cities of Turkey on the map of Turkey/World.
- Locate and label major Tourist attractions of Istanbul on the map of Turkey/World.

Reference books/ materials

1. Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism, Oxford: Butterworth Heinemann.
2. International Geography for Travel and Tourism by John P. Wrades.
3. Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman.
4. Seth P.N., Successful Tourism Management, (Vol.1), New Delhi: Sterling Publisher.
5. Specific Country Guide Books of Lonely Planet Publication

Scheme Version – 2018	Indian Tourism Destinations	L	T	P	C
	Apply to Program: BBA AAM – I Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP - 171	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The main objective of this course is to familiarize students with tourism based geography. The topic covered during practical will impart knowledge related to geographical features of India and World as well.				
Subject Outcome					
1	This will help to identify the various locations of India.				
2	To get the practical exposure about the tourism based location of India..				
3	To work on maps used in the field of travel and tourism.				

List of Practical:

1. Locate and label the political map of India and write brief information of India. Locate the political boundaries- International, States and District
    a. Capital of India and NCR
    b. States and its capitals
    c. Union Territories of India
    d. Major Cities
    e. Neighboring countries of India
2. Locate and label Physical Division of India
    a. Peninsular Region
    b. Indo-Gangetic Brahmaputra Region
    c. Himalayas
    d. Coastal Plains
    e. Desert
3. Locate and label wildlife sanctuaries, bird sanctuaries and national parks on map of India
4. Design and label the tourist map of India. Cite the following-
    a. Hill stations
    b. Beaches
    c. Adventure Destinations – Land, Air, Water
5. Design and label the tourist map of India. Cite the following-
    a. Historical Places, monuments & Museums
    b. Pilgrimage – Hindu, Buddhist, Jain, Muslim & Sikh
    c. UNESCO World Heritage Sites in India
6. Brief introduction of state of Punjab. Locate and label on map of Punjab the following
    a. Capital of Punjab and its main tourist attractions
    b. Tourist Circuits of Punjab
7. Label network of Air & surface Transportation of India.

8. Identify the major tourist circuits of India – The Golden Triangle. Mark on map and label the tourist destinations and attractions.

9. Locate and cite the Domestic and International Airport of India. Also collect information about top 10 Airports and Airport Lounge of World and mark them on the world map.

10. World At A Glance : Locate and label Continents & Ocean of World on world map

11. Study of Map
    a. Type of Maps
    b. Map Reading – Location, Longitude & Latitude, direction, scale
    c. Conventional sign & symbols
    d. Color Scheme in Topographic maps

12. Time Zone
    a. Greenwich Meridian Time
    b. International Date Line
    c. Calculating of time of any given location

13. Climatic Zone
    a. Climatic Zone of World and main tourist destination in different climatic zones
    b. Seismic Zone
    c. Direction of Monsoon wind
        I. Southwest Monsoon (The Arabian Sea to the Bay of Bengal)
        II. North-East monsoon

Reference books/ material:

1. Lonely Planet – India
2. JagmohanNegi – Travel Management
3. Indian Tourism Guide by Dr. AP Nanda

Scheme Version – 2018	Computer Application Lab	L	T	P	C
	Apply to Program: BBA AAM – I Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP-181	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The basic objective of the course is to introduce the students to the world of computers and computer technology. Introduce students to the basic concepts of operating systems, MS Office, Email, Web security.				
Subject Outcome					
1	This will help in enhancing the Computer Skills				
2	To give practical exposure about the Email and Internet.				

List of Practical:

MS-Word : Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document.

Power Point (Presentation software) : Basic concept of presentation software. Standard, formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box.of animation features. Inserting pictures, resizing pictures. Inserting organization chart of auto content wizard.

Excel : its structure and capabilities, drawing toolbars of cells, entering and editing data and text, entering formulae. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Excel Functions: max, min, date, count.

Internet : A brief history of origin of internet. Various applications of Internet such as email, information gathering, searching, chatting, downloading etc. of search engines, internet explorer and e-mail messages. Use of internet in various fields. Cyber Security and plagiarism.

Scheme Version – 2018	Environment and Waste Management	L	T	P	C
	Apply to Program: BBA AAM – I Semester	2	0	0	2
	Prerequisite: Nil	Total hours =			
Subject Code: UCT-143	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	To familiarize students with basics of environmental sciences, disaster & waste management.				
Subject Outcome					
1	Understudies will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.				
2	Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.				
3	Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques.				

Unit- 1

General: Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation

Renewable & Non renewable resources: Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas

Environmental Pollution and their effects: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015

Unit-2

Disaster Management: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

Disaster Preparedness and Response Preparedness: Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster,

Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

Unit-3

Waste Management: Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).

Solid Waste Management Act: Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Reference books/ materials

1. Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
2. Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
3. Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
4. Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004
5. Environmental Engineering , Howard S.Peavy ,Donald R. rowe New York , Macgraw Hill
6. Geographic Information: Economic applications, Martin. D., Routledge, London
7. Introduction to Environmental Engineering and Science , 2nd Edition ,G.M.Masters ,Prentice Hall ,New Jersy
8. Ecology & the Environment , Monson, Russel k ed., springer

Semester II

Scheme Version – 2018	Airlines and Tourism Operations	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 102	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts used in the airline and tourism sector at global level.				
Subject Outcome					
1	To make aware the students about the concepts used in the airlines industry.				
2	To make aware the students about the trends in tourism at the international level				

Unit I

AIRLINES OPERATIONS:- Introduction to Airlines- LCC & Full service airlines-various cabin classes, Organizational structure of an domestic and international airlines, Freedom of Air, Operational process description (brief introduction of Load & trim, fueling, water loading, dumping, catering, baggage loading/unloading, tow truck & tow bar, doilles, catering vehicle,choks). Leading International airlines of the world

Unit II

TOURISM OPERATIONS:- Leading tour operators, GSA,PSA,OTA, Tailor made packages, Inclusive tour packages. Types of tours-one way tour, return tour, circle tour, around the world, open jaw.

Unit III

Product and the services of the following companies:-

a) Jet Airways
b) Cathay Pacific
c) Cox and Kings
d) Make my trip

Reference books/ material:

1. Global trends in Tourism & Hospitality Industry by Sudhir Andrews
2. Tourism and Global : A case study by Mike J. Aourncer.

Scheme Version – 2018	Emerging International Tourist Destination	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 112	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This course is designed to give the knowledge about the International tourism along with the famous tourist destinations.				
Subject Outcome					
1	This will help to understand the world tourism destinations with country facts and figures.				
2	To give the professional guidance about the emerging tourism based destinations.				

Country Profile: Map work, Background, Location, Climate, Terrain, Country facts, History, Economy,Tourism Statistics, Passport and Visa Regulations, Major Tourist Resources and activities for the following Countries:

UNIT –I

Great Britain
Thailand

UNIT II

Mauritius
Italy

UNIT III

UAE-Dubai
New Zealand

Reference books/ materials

1. International Geography for Travel and Tourism by John P. Wrades
2. Lonely Planet – Great Britain, Far East, New Zealand, UAE, Europe
3. A.K Bhatia – International Tourism Mgt

Scheme Version – 2018	Automation in Tourism and Airlines Industry	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 122	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This will help to understand the use of ICT in the aviation & tourism sector.				
Subject Outcome					
1	To understand the use of CRSs used the airlines business.				
2	To guide about the different types of air tickets and their use.				

Unit I

Automation in the tourism industry – An Introduction Importance of Information Technology in Tourism Automation in the hotel, airlines and travel business. Billing settlement process- Concept , roles and objectives. History of Airlines ticketing, Airlines reservation system(ARS)- Concepts, roles and objectives. Flight information display system(FIDS).

Unit II

Introduction to CRS: The need for a CRS system, History of the CRS system, Use of the CRS by Airlines and Travel Agents, Benefits and importance of the CRS system to the Travel trade, Introduction to Amadeus, Galileo, Worldspan , SABRE. Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit III

Ticketing process: Components of an electronic ticket Types of tickets: Manual ticket/ Automated Ticket/ e-ticket Ticket Coupons Difference between I ticket and e-ticket What are Special fare? Various kinds of special fares.Details of an automated ticket.

Reference books/ materials:

1. Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
2. Sinha P.C: Encyclopedia of Tourism Management
3. JagmohanNegi: Travel Agency & Tour Operation Concepts & principle

Scheme Version – 2018	Food and Beverage Service	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 132	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The objective of this course is to develop the very basic manners & ethics among hospitality students about the food & beverage operations so that when they step into the industry they should be able to prove themselves as an asset to the organization and can be remembered by their guests.				
Subject Outcome					
1	This will help to understand the basic concepts of Food and Beverage services				
2	To understand the types of Services used in the airlines and hospitality industry.				
3	To guide the student about the types of menu using at international level.				

Unit-I

1. INTRODUCTION OF FOOD & BEVERAGE SERVICE
   - Introduction to Food Service industry.
   - History and growth of catering industry in India.
   - Sectors of the Food service industry.
   - Variables in Food service operations.
   - The meal experience.

2. FOOD AND BEVERAGE OUTLETS
   - Introduction.
   - Commercial v/s subsidized catering.
   - Sections of Food and Beverage department.
   - Organizational structure/ Hierarchy of F&B department.
   - Duties and responsibilities of F&B personnel.
   - Attributes of F&B staff.

Unit-II

3. FOOD AND BEVERAGE SERVICE AREA AND EQUIPMENTS
   - Introduction
   - Still room
   - Silver room / Plate room
   - Wash-up
   - Hotplate
   - Service equipments (Linen, Furniture, China ware, Glassware, Flatware, Hollowware, Special service equipments and service trolleys)
   - Automatic vending and disposables
4. TYPES OF SERVICE
   - Introduction

- English service
- French service
- Russian service
- Cafeteria service
- Snack bar service
- Grill room service
- Gueridon service
- Buffet service
- Breakfast service

Unit-III

5. THE MENU AND ITS KNOWELDGE
    - Introduction
    - Origin of the menu
    - Purpose of the menu
    - Classes of the menu
    - Influences of the menu
    - Eleven courses French classical menu
    - Meal times

Reference books/ materials:

1. Andrews Sudhir, F & B Service Training Manual, Tata McGrawhill, New Delhi 2007
2. DhawanVijay,(food& beverage service) Isha publication, 2007
3. Denis Lillycrap, Jon cousins (Food & Beverage service) 2006

Scheme Version – 2018	Tourism Economics	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT-142	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	To provide an understanding too basic economic environment, balance between demand and supply in tourism industry and analyzing the prevailing conditions.				
Subject Outcome					
1	To understand the scope and method of economics				
2	To understand demand and supply in tourism				
3	Tourism understand the economic impact of tourism				

Unit-1

Scope and method of economics; scarcity and choice; questions of what, how and for whom to produce and how to distribute output; working of price mechanism and resourceallocation.The economic characteristics of tourism, a general tourism information system, the Tourism Satellite Account, WTO tourism statistics,tourism and/or holiday surveys, the tourism production index, role of TFCI in tourism development.

Unit-2

Elasticity of Demand: Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue, and elasticity of demand; Determinants of elasticity of demand. Determinants of tourism demand, trends in tourism demand, tourism demand worldwide, holiday propensity and holiday frequency, seasonality, tourism supply in the tourism system, tourism supply, the tourist product and its lifecycle, tourism supply and market structures, pricing in tourism, supply trends.

Unit-3

Tourism as a strategic dimension of economic development, economic advantages and disadvantages, balance of payments and tourism, the magic tourism multiplier, measurement of income generation, measurement of employment generation, special characteristics of employment, the impact of events.

Reference books/ materials:

1. De Brabander,G. (1992). *ToerismeenEconomie*. Leuven: Garant.
2. Keller, P. and Bieger, T (eds) (2001). *Tourism Growth and Global Competition*. St Gallen: AIEST.
3. Sharpley, R. and Telfer,D. (eds) (2002). *Tourism and Development. Concepts and Issues.* Clevedon: Channel View Publications.
4. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
5. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
6. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th edition, 2007.

AAT-152 Human Resource Management 3-0-0-3

Course Objective

To acquaint students with the techniques and principles to manage human resource of an organisation.

Course Content

Human Resource Management: Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance. **Acquisition of Human Resource:** Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention. [12]

Training and Development: Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing. [08]

Performance Appraisal and Compensation Management: Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counselling; Job changes - Transfers and promotions, Human resource audit; **Compensation** - Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation. [10]

Maintenance of employees and Emerging Horizons of HRM: Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations- An overview; Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System and e-HRM; Impact of HRM practices on organisational performance; HR audit, Contemporary issues in human resource management. [09]

Text Books

1. Aswathappa, K., "*Human Resource Management",* Tata McGraw-Hill, New Delhi.
2. Decenzo, D.A. and Robbins, S. P., "*Fundamentals of Human Resource Management",* Wiley, India.

References:

1. Pande Sharon and Basak Swapnalekha (2012), "*Human Resource Management-Text and Cases*", 1st Edition, New Delhi, Pearson Education.
2. Mondy, A. W. and Noe, R. M., "*Human Resource Management",* Pearson Education.
3. Rao, V. S. P., "*Human Resource Management: Text and Cases",* Excel Books.

Note: Latest edition of text book and references must be used.

Scheme Version – 2018	Food and Beverage Service Practical	L	T	P	C
	Apply to Program: BBA AAM – II Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP - 162	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The objective of this course is to develop the very basic manners & ethics among hospitality students about the food & beverage operations so that when they step into the industry they should be able to prove themselves as an asset to the organization and can be remembered by their guests.				
Subject Outcome					
1	This will help to understand the basic concepts of Food and Beverage services				
2	To understand the types of Services used in the airlines and hospitality industry.				
3	To guide the student about the types of menu using at international level				

List of Practical :

Sr. No.	Name of Practical
1	Grooming standard of F & B Personnel. Carrying five friends
2	Layout of American Breakfast
3	Layout of English Breakfast
4	Layout of Continental &Indian Breakfast
5	Napkin folding, its types and actual folds were demonstrated & practised by students
6	Service of non alcoholic beverage, Tray setup for tea & coffee
7	Service of Cigar&cigrettes (Focus on lighting a cigar). Precaution taken while lighting
8	Clearance procedures followed in fine dining restaurants
9	Clearance procedures followed in fine dining restaurants
10	Restaurant procedures includes welcoming & seating
11	Restaurant procedures includes Misen Place

Scheme Version – 2018	Tourism Products: Europe & America	L	T	P	C
	Apply to Program: BBA AAM – II Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP-172	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	This subject is introduced to give the knowledge about the International tourism along with the famous tourist destinations. This will help to understand the world tourism destinations with country facts and figures.				
Subject Outcome					
1	This will help in learning of destinations and attractions of International countries				
2	To get the practical exposure about the tourism based location of world.				

List of Practical :

- Locate and Label the countries of US and their capital on the Map of US/World.
- Locate and label the destinations/attractions of Canada on the map of Canada/World.
- Locate and label Bird and wildlife sanctuaries - National parks of Canada on the Map of Canada
- Locate and label Tourist attractions of Canada on the map of Canada/World.
- Locate and label the International airports on the map of America/world
- Locate and label major tourist attractions of North America on the map of USA/World.
- Locate and label the tourist attractions of Brazil on the Map of Brazil/America
- Locate and label the tourist attractions of Mexico on the Map of Mexico/America
- Locate and Label the countries of Europe and their capital on the Map of Europe.
- Locate and label the Attractions of France on the map of France/World.
- Locate and label the International airports on the map of Europe/world.
- Locate and route the Euro rail network on the Map of Europe.
- Locate and label the Mountains of Switzerland on the map of Switzerland/World.
- Locate and label the historical man made attractions of Spain on the map of Spain/World.
- Locate and label the Attractions of Sweden on the map of Sweden/World.

Reference books/ materials

1. Specific Country Guide Books of Lonely Planet Publication
2. DK Eyewitness Travel Guide: Europe
3. A.K Bhatia – International Tourism Mgt
4. International Geography for Travel and Tourism by John P. Wrades

Scheme Version – 2018	Communication Skills	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Studied English Language upto senior secondary	**Total hours =**			
Subject Code:	**Marks : 100**				
	Internal: 40	External: 60			
	Objectives				
UCT-182	The Communication Skills Course aims to augment students overall communication and interpersonal skills by making them realize the importance of good oral and written English communication skills in professional life. To enrich their reading capability with special emphasis on expanding vocabulary and grammatical formations. To build exceptional LSRW skills by correcting grammatical errors and pronunciation through practice.				

Subject Outcome	
1	The student would be able to produce contextual written text and speech.
2	Students would be able to write for short compositions, in the form of paragraph writing, business correspondence etc.
3	Students would have the strategic competence to use both spoken & written language in a wide range of communication.
4	Student would demonstrate linguistic competence- through accuracy in grammar, pronunciation and vocabulary.
5	Student will be able to speak fluently through regular practice and speaking drills.

Unit -1

Business Communication: Meaning, importance, process, models and types, barriers to effective communication, verbal and non-verbal communication, Techniques for building LSRW Skills.

Reading Skills: The students will be required to read the book: **Using English - A Course book for undergraduate learners,English for Engineers and Technologists***

Reading: UNIT- HUMOUR

UNIT - TECHNOLOGY WITH A HUMAN FACE*

Writing: Paragraph writing, reading comprehension

Listening: Vowel sounds, stress and intonation

Speaking: Greeting, taking leave, introducing oneself and others

Grammar: Parts of Speech, articles,modal verbs

Vocabulary: Word formation-Prefixes, suffixes and compounds,homonyms, homophones, homographs

Unit -2

Ethics in Communication- Significance, Factors, Dilemmas in Ethical Communication

Reading: UNIT- INSPIRATION

UNIT-CLIMATE CHANGE AND HUMAN STRATEGY*

Writing: Précis writing, Leave Application, permission letter,business letters - sales, request, order, inquiry, acknowledgement, complaint and collection letters, memorandum writing, office order, circular, various types of notice writing.

Listening: Consonant Sounds

Speaking: Social Etiquette,interrupting and making polite conversation

Grammar: Tenses, concord (subject-verb agreement),punctuation

Vocabulary: One-word substitutes, synonyms, antonyms, collocations

Unit -3

Cross-cultural Communication – Significance, elements, cultural context and barriers to Cross Cultural Communication

Reading: UNIT- SUSTAINABLE DEVELOPMENT

UNIT-EMERGING TECHNOLOGIES*

Writing: Summarizing, note making and note taking, Email Writing, digital content writing (blogs and websites)

Listening: Listening to details and taking notes-points and sub-points, listening for the theme and gist

Speaking: Making request, apologizing and listening

Grammar: Narration, voice, transformation and correction of sentences

Vocabulary: Collocations, idioms

Text books

Note: The reader for Engineering students is marked with a (*)

1. Suggested Reading: Board of Editors, Using English - A Course book for undergraduate learners, Orient Blackswan, Hyderabad (2016)
2. *****Suggested Reading for Engineering: Board of Editors, *English for Engineers and Technologists*. Orient Blackswan, Hyderabad (2016).
3. Professional Communication Skills - Study Material and Workbook, Chandigarh University.

Reference

1. Lesikar R.V.; Petit J.D., Business Communication, Tata McGraw (2015), New Delhi.
2. Chaturvedi, P.D. and Chaturvedi, M; Business Communication, Pearson Education (2015), New Delhi.
3. Juneja, Om and Mujumdar A; Business Communication: Techniques and Methods, Orient Blackswan (2015), Hyderabad.
4. Raman, M. and Sharma, S; Technical Communication-Principles and Practice, Oxford University Press (2016), New Delhi.
5. Flately, Business Communication, Mc GrawHill, New York.
6. Murphy, R., Elementary Grammar, Cambridge University Press (2014), UK.
7. Murphy, R., Essential Grammar in Use, 4th Edition Cambridge University Press (2013), UK.
8. Hewing, Martin, Advanced English Grammar, Cambridge University Press (2012), UK.

Scheme Version – 2018	Communication Skills Practical	L	T	P	C
	Apply to Program: BBA AAM – II Semester	0	0	2	1
	Prerequisite: Studied English language upto senior secondary	**Total hours =**			
Subject Code:	**Marks : 100**				
	Internal: 60	External: 40			
	Objectives				
UCP-192	To equip students with listening, reading and speaking skills necessary for academic, professional and cultural situations. To foster self-confidence and positive attitude in students' ability to communicate. To monitor, remediate and strengthen comprehensible pronunciation.				
Subject Outcome					
1	Student would be confident in listening and speaking skills necessary for interaction in academic, professional and cultural situations				
2	Student would use language effectively for group discussions and public speaking				
3	The students would use non-verbal skills appropriate to the social environment.				
4	The student would be self aware and enhance soft skills for the professional world.				
5	The student would use correct intonation, stress, pronunciation and neutral accent to communicate in English.				

Unit -1

Soft Skills: Self Awareness- Personal attributes, SWOT Analysis

Verbal Skills: Art of Public Speaking- just a minute, extempore, news discussion

Non-Verbal Skills: Positive body language, posture, gestures, symbols and signs

Listening Skills: Listening exercises-1 & 2, vocabulary building-1 & 2

Phonetics: Classification of Speech Sounds, Vowel sounds, Introduction to phonetic symbols

Unit -2

Soft Skills: Goal Setting, Time Management

Verbal Skills: Art of self introduction, extempore, cross talk, news discussion

Non-Verbal Skills- Social Etiquette, Personal appearance and grooming

Reading Skills: Reading Comprehension -1 & 2, vocabulary building-3 & 4

Phonetics: Consonant Sounds

Unit -3

Soft Skills: Stress Management **; Verbal Skills:** Greetings, Making Requests

Reading Skills: Reading Comprehension -3 & 4, vocabulary building-5 & 6

Speaking Skills: Group discussion; **Phonetics:** DiphthongsSounds, Stress & Intonation rules

Software Support

1. Globarena EL- Client Software for Communication Skills, Hyderabad.

Reference

1. Sethi, J., Dhamija, P.V., A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Roach P., English Phonetics and Phonology: A Practical Course (English), Cambridge University Press, 4th Edition,UK.
3. O'Connor, J. D., Better English Pronunciation, 2nd Edition, Cambridge University Press, (2012), UK.
4. Hornby, A.S. Oxford Advanced Learners Dictionary of Current English, 7th Edition, Oxford University Press, UK.

Semester - III

AAT-203 **Geography of Tourism** **3-0-0-3**

Course Objective: This paper is very unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism.

Course Content

Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude. [7]

IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time [10]

Planning Travel Itineraries, Qualifying the Customer, Planning Air Itineraries, Resources for Research. [7]

Local Currencies around the World, Types of Local Currencies, Local Currencies & Country Currency Codes [7]

Modes of Transport around the World, Development of World Transport Modes, Future trends in Intercontinental Transport. [8]

Text Books

1. Burton, R. Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London

References:

1. C. Michael Hall & Stephen J. Page .The Geography of Tourism and Recreation-Environment, Place and Space. Third Edition, Routledge, London.
2. Travel Information Manual, IATA, Netherlands, 5. World Atlas
3. Hall, M ,Geography of Travel and Tourism, Routledge, London.

Note: Latest edition of text book and references must be used.

AAT-213 **Customer Services** **3-0-0-3**

Course Objective: It would entitle the students to learn and inculculate set of skills required for providing a qulity services to the customers.

Course Content

Who is a customer? internal customer, external customer Who is a service provider? Why are some service providers better than others? Who is a satisfied/ dissatisfied customer? What are the consequences of satisfied/ dissatisfied customers? [8]

What is Quality? What is customer satisfaction? What is customer delight? Standards of Customer Service. [7]

Key areas of customer care; The product or the service itself; Sales and promotion of the service After sales support to the customer, Organizational culture. [8]

Customer Feedback, feedback tools Converting Customer care philosophy into everyday action Developing customer trust and loyalty - online Grooming and Etiquette Telephone Handling Skills. [8]

Complaint Management, Transactional Analysis in Customer Care, Customer care in airlines, Customer care in hotels, Case studies and Role Plays. [8]

Text Books

1. Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.

References:

1. V. Kumar, Werner Reinartz, Customer Relationship Management: Concept, Strategy, and Tools, Springer Publications, Heidelberg New York Dordrecht London.
2. Francis Buttler, Customer Relationship Management: Concepts and Tools, Taylor & Francis, ebook.

Note: Latest edition of text book and references must be used.

AAT-223 **Tourism Management** **3-0-0-3**

Course Objective: The course would provide the knowledge of management aspects linked to tourism and would enlightened the students know-how about different dimensions of tourism organisations .

Course Content

Introduction- Definition of management concept-Development of management-managerial skills of tourism-management of tourism-components of tourism accommodation-attractions-accessibility-management of environment. [8]

Management of tourism marketing-segmentation-marketing mix-tour pricing- types of demand and supply and marketing research. [7]

Nature and classification of tourism- Basic nature of tourism, Nature of tourism: Leiper's Model, Tourist Generating Regions (TGR), Transit Regions (TR) ,Tourism Destination Regions (TDR), Varied benefits of tourism, Indian concept of classification of tours/tourism. [8]

Tourism planning- Need for tourism planning, Essentials of planning, Eight point planning process, Aims of tourism planning, Significance of planning. [7]

Infrastructure of tourism management- Structural components, Important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism, Tourism organisational set up in india- Structure of department of tourism, NTO & its Functions [9]

Text Books

1. Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education. (L)
2. Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi: Macmillan India Limited. (L)

References:

1. Douglas Pearce , Tourism Today - A Geographical Analysis - Longman Group vk Ltd.
2. Pran Seth , Successful Tourism Management, Sterling Publishers Pvt., Ltd..
3. A.K. Bhatia, Tourism Development.- Principles and Practices. Sterling Publishers Pvt.,Ltd

Note: Latest edition of text book and references must be used.

AAT-233	Business Accounting	3-0-0-3
Course Objective: To acquire conceptual knowledge of the financial accounting and to provide knowledge about the techniques for preparing accounts in different business organizations.		
Course Content		
	Theoritical Framework: Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. Generally Accepted Accounting Principles and Conventions, Accounting Standard v/s International Accounting Standards. **Accounting Process:** From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditures & Receipts, Depreciation, Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only).	[12]
	Sectional and Self-balancing System: Introduction, advantages and disadvantages, scheme of entries (including effect and rectification of errors), transfer from one ledger to another, contra balances in ledger, self-balancing ledgers vs. sectional balancing ledgers.	[8]
	Insurance Claims: Claims on account of loss of stock, loss of profit or consequential loss, loss of fixed assets, application of average clause, self-insurance and co-insurance, Entries in books of accounts, Workmen compensation insurance.	[8]
	Consignment Accounts: Important terms, Accounting records, Books of Consigner and consignee, Valuation of unsold stock, Conversion of consignment into branch, loss of goods—normal and abnormal. **Joint Venture Accounts:** Meaning of Joint Venture, Accounting records, Difference between Joint Venture and Partnership, Joint Venture vs. Consignment.	[11]
SUGGESTED TEXT BOOKS		
1.	Mohamed Hanif and Mukherjee Amitabha., " *Financial Accounting"*, McGraw Hill Education, New Delhi.	
2.	Maheshwari, S.N., and Maheshwari, S. K., "*Financial Accounting",* Vikas Publishing House, New Delhi.	
SUGGESTED REFERENCE BOOKS		
1.	Anthony, R.N. and Reece, J.S., "*Accounting Principles*", Richard Irvin Inc.	
2.	Lal, Jawahar., and Srivastava, Seema., "*Financial Accounting Text & Problems"*, Himalaya Publishing House, New Delhi.	
3.	Tulsian, P.C., " *Financial Accounting"*, Tata McGraw Hill, New Delhi.	
4.	Elliott, Barry., and Elliott, Jamie., " *Financial Reporting and Analysis",* Prentice Hall International.	
5.	Horngren, Charles T., " *Introduction to Financial Accounting"*, Pearson Education.	
Note: Latest edition of text book and references must be used.		

	Foreign Language – I	3-0-0-3
	Offered by School of Liberal Arts	

MDC 003	Environmental Studies	3-1-0-4

Course Objective

Environmental studies is one of the most important topics in the context of present civilization as the present status of environment is precarious and if proper and timely precautionary measures are not taken it has the potential to destroy many of the natural process that not only allows life to survive but also thrive. The objective of the course is to provide the student with an understanding of environmental issues.

Course Content

	Environmental Science: Definition, scope and importance, Multidisciplinary nature.	[02]
	Ecology and Life Sustaining Process: Origin, evolution and diversification of life; natural selection; levels of selection. Ecosystem structure, functions; nutrient cycles; biomes; habitat ecology; primary and secondary productivity; Population ecology; metapopulation dynamics; growth rates; density growth; niche concept; Species interactions:. Biodiversity and bio conservation; genetic drift; biogeography and evolutionary ecology (Indian context only); gene-environment interaction; Endangered and endemic species of India.	[06]
	Present civilization and its engine: Empowerment through Science and Technology: Its power and its consequences. The strongest contemporary ideas of science and their consequences on society. Industrial Civilization and its engine. Economics and its limitations: meta economics Psychology: The Anatomy of Greed, Envy and Vanity (Freud's Psychoanalytic perspective, Hans Selye Stress Model; Self-regulation techniques) Unsustainable development. Traditional methods of protecting nature. Suggested Case studies: i) Cultural Basics of our Environmental Crisis: ii) Ecofeminism	[06]
	Natural Resources (Renewable and Non-renewable Resources): Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over-utilization of surface and Ground Water, Mineral resources – Use and exploitation, Role of an individual in conservation of natural resources. Suggested Case Studies: i) What has posterity ever done for me? i) Energy policy and further future: The identity problem	[05]
	The story of Commons: Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, water logging, salinity, Drought, Earthquakes, Cyclones and Landslides. Suggested Case Studies: i) The tragedy of commons: ii) We all live in Bhopal iii)The Silent Spring;	[06]
	Social Issues and the Environment: Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear accidents and holocaust, Environmental Protection Laws in India. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. Role of Information Technology in environment and human health. Suggested Case Studies: i) Earth the Crowded Planet ii) Famine Affluence and morality iii) The world food supply	[06]
	Protection and Prevention of Environment with Special intervention:	[06]

	Environment Protection and the Law: Constitution Provisions Relating to Environment, Constitutional provisions about states powers concerning acquisition, regulation and distribution of natural resources (water, forests, mines, oil). **Primary Protective Laws:** Environment Protection Act, 1986, Water (Prevention and Control) Act, 1974, Air (Prevention and Control) Act, 1981, Forest Act, 1927, Forest Conservation Act, 1980, Biodiversity Act, 2002, National Environment Tribunal Act, 1995, National Environment Appellate Act 1997, the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, National Green Tribunal Act, 2010. **Secondary Laws:** Noise pollution regulations: Environment Impact Assessment (EIA), rules relating to waste management (Solid wastes, hazardous wastes, bio-medical wastes, The Costal Regulation Zone Notification). Role of information technology in environment and human health, Greenhouse, its effect, remedies and international declaration related to it.	
	Sustainable Development (Objective and Application): **Introduction:** Dysfunctional civilization, Vision of sustainable world, Satyagraha for Conservation, Buddhist Attitude towards nature , Buddhists Economics **Case studies** a. **Management Sciences**: Carbon Credits and Trading , green marketing and cause related marketing b. **Science and Engineering Issues**: Organic farming, Renewable energy. c. **Built Environments**: Sustainable site planning, management of waste and its reduction, Low energy building materials and its implications, embodied energy, different case studies d. **Sustainable fashion**: Online study of eco-fashion brands; how India can lead? **e. Judicial activism**	[11]
	Field Trip & Report writing: (Any one of the following) i) Visit to renewable energy site ii) Visit to biodiversity park iii) Workshop on sustainable fashion iv) Shekhawati and its environment v) Morarka Foundation (organic farms) Nawalgarh/ Piplantri village Rajsamand district	[04]

Text Books

1.	Cunningham William P. Saigo B Woodworth, *Environmental Science: A Global Concern*, McGraw-Hill Higher Education; Sixth Edition	
2.	Odum E. P. Barret G.W "*Fundamental of Ecology"*, 5th Edition Cengage Learning.	

References:

1.	S.C Shastri "*Environmental Law*"5th Ed EBC Explorer, India.	
2.	, C.T Morgan, R.A King, J.R. Weisz, J. R., & J. Schopler, "*Introduction to Psychology"* International Student edition, Tata McGraw Hill, New Delhi.	
3.	E.F.Schumacher, Blond and Briggs, "*Small is Beautiful: Economics as if People Mattered"* London.	
4.	Heywood V.H. & Watson R.T. 1995. "*Global biodiversity assessment"*, Cambridge Univ. Press	
5.	"*Our Common Future*", Report on World Commission on Environment and Development United Nations Document.	
6.	Al Gore, "*Dysfunctional Civilization: The Earth in Balance"*, Houghton, Mifflin.	
7.	Lester Brown, Christofer Favin, Sandra Postel, "*Vision of a Sustainable World"*, The Worldwatch Reader, Ed Lester R. Brown New York	
8.	W.P. Pruden and S.H. Anderson, "*Environmental Sciences"*, Charles. E., Meredith Publication, NY,	

	USA	
Mongraphs for suggested Case Studies :		
9.	Cultural Basics of our Environmental Crisis: Lweis W. Moncrief, Science Vol 170,508-12 (1970)	
10.	Ecofeminism: Karen J Warren Environmental Ethics, Vol 12 (1990)	
11.	Satyagraha for Conservation : Awakening the spirit of Hinduism: O. P. Dwivedi Ethics of Environment and Development, Edited by Engel and Engel, Bellhaven Press, UK (1990)	
12.	Buddhist Attitude towards nature: Lily De Silva, The Buddhist Attitude towards Nature, Ed: K.Sandell, Buddhist Publication Society, Sri Lanka (1987)	
13.	What has posterity ever done for me?: Robert Heilbroner, Times Magazine, New York (1975)	
14.	Energy policy and further future: The identity problem: Derek Parfit, Energy and the future , Eds MacLean and Brown, (1983)	
15.	The tragedy of commons: Grrettn Hardin, Science, 162 (1968)	
16.	We all live in Bhopal: George Bradford , Questing Technology, Freedom Press, US (1988)	
17.	The Silent Spring: Rachel Carson, Houghton Mifflin Co, US (1962)	
18.	Earth the Crowded Planet: Tristram Coffin, The Washington Spectator, Vol 17.15 (1991)	
19.	Famine Affluence and Morality: Peter Singer, World Hunger and Moral Obligation Ed William Aiken, Hugh, Lafollette, (1977)	
20.	The world food supply: Tristram Coffin, Washington Spectator, Vol 19.2, 1993	
Note: Latest edition of text book and references must be used.		

	Mody University Elective	**3-0-0-3**
	Offered by different Schools of University	

BS 251	Production and Operations Management	3-0-0-3

Course Objective

This course introduces the students to the theory and practice of production management as a functional area in the management of business enterprise.

Course Content

	Introduction: Evolution, Need, Nature, Importance, Scope and Forecasting. **Plant Location and Utilities:** Steps in Location, Location Models. Utilities—Lighting, Ventilation, Air-conditioning, Sanitation, Noise Control.	[07]
	Plant Layout: Objectives of a good layout, Factors influencing layout, Principles of layout, Types, Significance, Layout Tools and Techniques.	[05]
	Job Design and Ergonomics: Objectives, Factors affecting Job design, Techniques of Job design, Machine- Worker interaction, Ergonomics- Meaning and Applications.	[07]
	Work Study: Definition, Importance, Benefits, Steps in work study. Method Study—Objectives, Advantages, Factors facilitating Method Study, Method Study Procedure, Recording Techniques, Motion Study—Importance, Principles, Work Measurement- Time Study. **Quality Control:** Definition, Importance, Quality Control Techniques, Statistical Quality Control- Advantages, Types of Control Charts—X, R, *p*, σ, *np*, C, OC-curve, Total Quality Management, Quality Circle.	[20]

Text Books

1.	Aswathappa. K & Bhat, Shridhar. K; *Production and Operations Management*, Himalaya Publishing House, New Delhi.	
2.	Heizer Jay and Render Barry, "*Production & Operations Management*", Pearson Edu.	

References:

1.	Goel, B.S; *Production Operations Management*, Pragati Prakashan, Meerut.	
2.	Adam & Ebert; *Production and Operations Management*, PHI, New Delhi.	
3.	Buffa & Sarin; *Modern Production/Operation Management*, John Wiley & Sons, New Delhi.	
4.	*Production/Operations Management*, MS-53 (IGNOU), New Delhi	
5.	Chase R B, Aquilano N J , Jacobs F R and Agarwal N, "*Production & Operations Management Manufacturing and Services*", Tata McGraw Hill	

Note: Latest edition of text book and references must be used.

AAT-204	Travel Agency and Tour Operations	3-0-0-3

Course Objective: The student should be able to understand the nature, structure and working of Travel Agency. Also the learner will be able to comprehend the range of services provided by them and, highlights the intricacies involved in tourist services.Recent trends and changes in travel agency and tour operations will help them to have updated knowledge.

Course Content

	Travel Retailing-Travel Agency & Tour Operations, Functions of a Travel Agency, Departments of Travel Agency Package Tours & its Components, Client Handling activities in Travel Agency.	[6]
	Itinerary Planning-Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary, Itineraries for Inbound and domestic tourists:- Golden triangle, Rajasthan tour, kerela tour Popular outbound Itineraries of Singapore, Malaysia, Thailand , Europe Tour, Australia Tour	[7]
	Package Tours-Package tour and its components, Practical components of a standard package tour Designing & Costing of a package tour	[6]
	Visas-Difference between Passport and Visa Types of Passport & Visa Preparing Visa cases Formalities required for Various Visas like:-Schenegen, Dubai and Far East	[6]
	Forex-Basic overview of FOREX Forex Terminology-TCs, Cash currency, BTQ, LERMS	[6]
	How To Set Up a Travel Agency -IATA Rules and Regulations. **CASE STUDY DISCUSSION** (Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots) Thomas Cook, La Passage to India, Travelguru.com, BTA, Star Cruises: Overview.	[8]

Text Books

1.	Chand, M. Travel Agency Management: An Introductory Text.Anmol Publications Pvt. Ltd., New Delhi.	
2.	S. K., & Mishra, J. M. Tourism: Principles and Practices. Oxford University Press.	

References:

1.	Goeldner, C. R., & Ritchie, J. B. Tourism principles, practices, philosophies. John Wiley & Sons.	
2.	Jafari, J. (Ed.). Encyclopedia of tourism. Routledge.	
3.	Holloway, J.C. The Business of Tourism, London: Person Education Limited.	

Note: Latest edition of text book and references must be used.

AAT-214	Organisational Behaviour	3-0-0-3
Course Objective : To change the way students think about and analyze behavior in organizations so that students become a more thoughtful and effective employee, co-worker, and manager.		
	Introduction: Organisational Theories - Classical, Neo-classical and Contemporary. Organisational Behaviour: concepts, determinants, challenges and Formal and Informal structures; Flat and Tall structures. Opportunities of OB. Contributing disciplines of OB. Organizational Behaviour Models. **Individual Behaviour:** Personality- Type A and B, Big Five personality types, Factors influencing personality; **Values and Attitudes**- Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes, measurement of attitude; **Learning** - Concept and Learning theories and reinforcement, Schedules of reinforcement; **Perception and Emotions**- Concept, Perceptual process, Importance, Factors influencing perception, perceptual errors and distortions, Emotional Intelligence.	[15]
	Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making. Nominal group technique and Delphi technique. Communication and Feedback, Models of Communication. Transactional Analysis, Johari Window.	[5]
	Motivation: Meaning and Importance of motivation, Theories- Vroom's Valence - Expectancy Theory, Intrinsic motivation by Ken Thomas .Behaviour modification, Motivation and organisational effectiveness, Measurement of motivation using standard questionnaire; **Leadership, Power and Conflict:** Concept and theories, Styles of leadership, Behavioural approach, Situational approach, Leadership effectiveness. Power and conflict. Bases of power, power tactics; Sources of conflict, Conflict Resolution Strategies.	[11]
	Dynamics of Organisational Behaviour: Organisational Culture and climate- Concept and determinants of organisational culture. Developing Organizational culture. Organisational change- Importance, Stability vs. Change, Proactive vs Reaction Change, Change Process, Managing Change. Individual and organisational factors to stress; Work Stressors, Consequences of stress on individual and organization; Prevention and Management of stress.	[8]
Text Books		
1.	Stephen P. Robbins, Timothy A. Judge, and Vohra Neharika, *"Organizational Behavior",* 16th Edition, New Delhi, Pearson Education.	
2.	John W. Slocum and Don Hellriegel , Fundamentals of Organizational Behavior", 1st Edition, New Delhi, Thomson.	
References:		
1.	Fred Luthans , *"Organizational Behavior-An Evidence-Based Approach",* 12th Edition, New Delhi, McGraw Hill.	
2.	Margie Parikh and Rajen Gupta, *"Organizational Behavior", 1st Edition,* New Delhi, McGraw Hill.	
3.	Udai Pareek and Sushama Khanna, "*Understanding Organizational Behavior",* 3rd Edition, New Delhi, Oxford University Press.	
Note: Latest edition of text book and references must be used.		

AAT-224	Tourism Planning & Development	3-0-0-3

Course Objective: Having studied Tourism Planning and Development, the students will be able to describe theories of tourism planning and development. It will outline different approaches to tourism planning..It would describe the elements of a tourism policy model and how these elements are used to form a tourism policy for a destination.To outline the tourism planning process and different phases of that process. To analyze the tourism development of a destination.To explain different strategies of managing tourism growth.

Course Content

	Concepts of Tourism development policy, Definition & characteristics of policy, Principles of policy formulation, Levels of tourism development policy, Stakeholders in tourism development policy formulation.	[6]
	Concept of Tourism Development Planning, Definitions and Concepts of Tourism Planning, Principles of Tourism planning (meaning, objective, types, characteristics etc), Key Players in Tourism Development Planning.	[8]
	Stages of Tourism Development Planning: VMO (Vision, Mission & Objective Formulation), Survey of the existing situations, Analysis & Synthesis Of the existing situations, Plan formulation: developing strategies, Implementation, Monitoring and Evaluation.	[9]
	Considerations in Tourism Development Policy and Planning, Environmental Consideration, Economic Consideration, Community Consideration, Political Consideration, Institutional Consideration, Facilities Standard Consideration.	[9]
	Case Studies -Understanding the success and failure factors of different cases around the world.	[7]

Text Books

1.	Gunn, C.Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.	
2.	Swain, S.K. & Mishra, J.M.Tourism Principles & Practices. Oxford University Press, New Delhi.	

References:

1.	Morgan, N, Pritchard, A &Pride, R. Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann .	
2.	Butler, R.W. Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.	
3.	Tang, C.H. & Jones, E.E. Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.	

Note: Latest edition of text book and references must be used.

AAT-234	Tourism Organizations	3-0-0-3

Course Objective: The course would provide the knowledge about the organisation structure of different tourism organisations, about their product & services and their working culture and environment.

Course Content

	Introduction To Luxury Railways Luxury Trains in India Royal Rajasthan on Wheels Golden Chariot Deccan Odessy	[8]
	Travel and Tourism Organizations IATA History, Growth and Development, IATA Goals, IATA Approval Membership UFTAA Introduction, Membership, Functions FHRAI Introduction, Membership, Functions.	[8]
	Travel Agency and Tour Operations Business Kuoni, Destination Management, Principle Services Offered Thomas Cook, Introduction, Principle Services Offered.	[8]
	Accommodation Sector Oberoi Hotels, Introduction, Activities of the Group , Oberoi/Philae Nile Cruiser, The Oberoi - New Delhi ,The Oberoi Vanyavilas-Ranthambore.	[8]
	Aviation Industry Jet Airways, Introduction Products and Services Kingfisher Airlines Introduction Products and Services	[7]

Text Books

1.	Mohinder Chand. Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.	
2.	Cook, R.A; Marqua, J & Yale, L.J. Tourism: The Business of Travel. New York: Pearson Education	
3.	Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.	

References:

1.	Fontgalland,B.De.The World Railway System. New York: Cambridge University Press	
2.	The Business of Tour Operations, London: Pitman.	
3.	Pender,L. Travel Trade and Transport. New York: Coninnum	

Note: Latest edition of text book and references must be used.

	Foreign Language – I I	**3-0-0-3**
	Offered by School of Liberal Arts	

	Mody University Elective	**3-0-0-3**
	Offered by different Schools of University	

BS 252	Business Ethics and Corporate Governance	3-0-0-3

Course Objective

The main objective of this course is to provide students with the basic skills concerning business ethics, governance and corporate social responsibility. Additionally, students should understand the role of ethics, corporate responsibility and sustainability in business activities and evaluate business practices in these fields.

Course Content

	Introduction: Business Ethics, Business Values, Inner Consciousness, Ethical Theories **Indian Management Ethos** : Basic Principles of Indian Ethos for Management, Ethics in work life according to Bhagvad-Gita, Detached Involvement (Nishkam-Karma) and Attached Involvement (Sakam-Karma),Kautilya and Management. Relevance of Gandhian thought for the contemporary managers, Ethics and Corporate Excellence.	[12]
	Corporate Social Responsibility: CSR in India, Social Responsibility of Business, Social Responsibility of Business towards different groups, Promoting Value-based Governance in organizations.	[10]
	Corporate Governance: Introduction, Evolution of Corporate Governance and development in India, Shareholder Rights, Overview of Corporate Governance Forums, Corporate Governance and other stakeholders, Whistle- Blower Policies, Ombudsman.	[08]
	Sustainability: Meaning, Scope, Sustainability Terminologies and Meanings, Corporate Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.	[09]

Text Books

1.	Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.	
2.	Balasubramanian, N., "*Corporate Governance and Stewardship*", Tata McGrawHill, New Delhi	

References:

1.	Mallin, Christine A., *Corporate Governance (Indian Edition*), Oxford University Press, New Delhi.	
2.	S.A. Sherlekar, *Ethics in Management*, Himalaya Publishing House, 2009	
3.	Beeslory, Michel and Evens, *Corporate Social Responsibility*, Taylor and Francis,	
4.	Bob Tricker, *Corporate governance- Principles, policies and practices*, Oxford University Press.	
5.	W.H. Shaw, *Business Ethics*, Cengage Learning.	

Note: Latest edition of text book and references must be used.

AAT-305	Airlines Marketing	4-0-0-4

Course Objective: Upon completing this course students will have the skills to articulate latest airline industry marketing & commercial trends, evaluate the latest airline products and services, Integrate marketing strategy into all business decisions.

Course Content

	Industry trends and performance, Airline business models, e.g. network, low cost , The marketing planning process,The Marketing Mix (the 7 P's) , Promotional and PR activity.	[12]
	Brand and product management, Pricing, Revenue management, Channel strategy, Market segmentation, Targeting and Positioning, Customer focus and loyalty programs (FFP),The Social Media revolution.	[9]
	The evolution of technology and its impact in customer engagement and marketing methodologies,Developing marketing processes & strategies in alignment with organizational objectives, The current airline business environment and its impact on airline marketing.	1[2]
	Impact of technology on distribution and communication channels, best practices including social media,Market environment scanning & market research methodologies, Developing a marketing plan and strategy in a case study approach, how to satisfy the needs of target audiences.	1[0]
	How to create value for customers & communicate value to customers, Airline alliances & marketing: benefits & drawbacks, Practical strategies for managing your marketing plan efficiently.	[9]

Text Books

1.	Stephen, Shaw. Airlines Marketing & Management, Ashgate (7th Ed.)	

References:

1.	Rigas Doganis, Flying Off Course : Airlines Economics & Marketing, Routledge (5th Ed.)	
2.	Philippe Malaval,Aerospace Marketing Management: A Handbook for the Entire Value Chain,Springer.	
3.	Birgit Kleymann. Managing Strategic Airline Alliances (Ashgate Studies in Aviation Economics and Management),Kindle.	

Note: Latest edition of text book and references must be used.

AAT-315	Airport Operations	4-0-0-4

Course Objective: This Operational Module provides a framework of the civil airport operation in a practical context and prepares you for the following modules. Gain insight into how the civil aviation operation has responded to technological change and increased threat perception, This is an intensive module that utilizes case studies, classroom discussions and lectures, requiring both a pre-course assignment as well as case study preparation.

Course Content

	Overview of the airline industry: link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business , The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control .	[8]
	Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards	[8]
	Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards	[8]
	Facilitation and security and contingency planning: Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease.	[9]
	Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulkloaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load—Notification to Captain	[10]
	Cargo trends and forecasts: Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground, Stability—Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL, Load Control , Terms and Definitions.	[9]

Text Books

1.	Rigas Doganis, Flying Off Course Routledge (4th Ed.)	
2.	Pearson Stephan Holloway,Straight and Level: Practical Airline Economics, Ashgate (2nd Ed.).	

References:

1.	Diana M. Stancu, AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International, Vol. 16, Issue 5 (pp. 11-13).	
2.	K. Jack Riley, Air Travel Security Since 9/11, Rand Corporate Publication.	
3.	Robert W. Poole, Risk Based Aviation Security, Joint Transport Research Center.	

Note: Latest edition of text book and references must be used.

AAT-325	Aviation Safety & Security	4-0-0-4

Course Objective: This advanced course introduces participants to the key tools to manage a performance-based safety & security management system. The processes examined are equally applicable to airline, airport, air traffic management and other aviation operations.

Course Content

	Current threats to the aviation industry, Aviation security regulations and the international organizations behind them, Airport access control for people and vehicles, Passenger, baggage, cargo, mail and catering security basics, Common airport and in-flight security measures for responding to threats.	[7]
	Implementing international and national security legislation-Learning AVSEC procedures and developing skills by practice, International aviation security regulations and strategies, Applying ICAO and IATA security manuals; Responding to major security emergencies-Utilizing a unique computerized gaming simulation software, Current and emerging threats, An introduction to terrorism and terrorist methods, Threat assessment and risk management, Contingency planning, Crisis management.	[11]
	Identifying and managing security risks, Assessing threats in reference to the most current trends,The legal framework of international aviation security, The concept and implementation of aviation security, Emergency planning and response, Integrating human factors into an organization, Building a security culture in non-security personnel, Communicating with stakeholders in counter security entities in emergency situations .	[7]
	ICAO SMS concepts refresher, Overview of safety management, Hazard and risk management-The full cycle of hazard identification, risk control and risk assurance, System Safety Deficiencies, The proactive way of identifying hazards though the operations process analysis, Issues relating to Human Factors and risk visibility ; ICAO requirements- State Safety Program (SSP), Safety Management System, Acceptable level of safety performance.	[8]
	SMS operation- Key appointments, structure and committees, Hazard management mechanisms, Data management, Change management, How risk culture and risk management can be implemented for daily line operations (ground and flight) ; Safety assurance- Safety assurance methodology, Acceptable level of safety performance, Performance Measurement, Continuous improvement , Strategic integration; The Cost of safety- Main business drivers for safety , Cost of safety , Resource needs	[11]
	Smart Security-Innovative lane configurations, Security scanners, advanced cabin baggage screening, risk based approaches ; benefits of smart security, passenger screening, cabin baggage screening,alternative detection methods and unpredictability, checkpoint environment & management, centralized image processing (CIP), risk based differentiation.	[8]

Text Books

1.	Stephan Holloway , Straight and Level: Practical Airline Economics, Ashgate (3rd Ed.)	
2.	IATA Foundation in Travel & Tourism Course e Textbook (5.16 Revised Edition).	

References:

1.	OAG Schedules, Official Airline Guide , Dunstable ,UK.www.oag.com	
2.	Diana M. Stancu, AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International, Vol. 16, Issue 5 (pp. 11-13)	
3.	Robert W. Poole, Risk Based Aviation Security, Joint Transport Research Center.	
4.	K. Jack Riley, Air Travel Security Since 9/11, Rand Corporate Publication.	

Note: Latest edition of text book and references must be used.

AAT-335	Cargo Operations	3-0-0-3

Course Objective: Growing international trade calls for an understanding of cargo management and related issues. Study of cargo management is apparent in today's scenario.

Course Content

	Growth and development of air transport industry and freight industry: Relevance and importance of cargo industry, Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO & FIATAA.	[9]
	World geography: IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airlines codes, country codes, city codes, currency codes etc.OAG Air cargo guides, TACT rates & rules.Air craft cargo configuration, capacity familiarization, limitations of weight and special loads.	[8]
	Packaging, marking, labelling: Packaging, marking and labelling of consignment, acceptance of cargo, Airway bill and its completion and valuation charge.	[8]
	Cargo rating: Rating of Published tariff-Air Cargo, G.C.R., S.C.R, C.C.R.	[7]
	Unpublished rate: Construction of Unpublished tariff -ADD ON and LCP rate structures.	[7]

Text Books

1.	Michael Sales, (2013) The Air Logistics Handbook: Air Freight and the Global Supply Chain,Paperback (2nd Ed.)	

References:

1.	Travel Industry - Chunk, James and Dexter	
2.	OAG and the Air Cargo Tariff both Red and Green	

Note: Latest edition of text book and references must be used.

AAT-345	Airlines Operations	3-0-0-3

Course Objective: The paper will help the students to know about the functions of airlines transportation system in the world vis-à-vis India.

Course Content

	Air Transport: Types of Airlines, Types of Airport & Its Facilities and Services, Inflight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) &Its Roles and Functions.	[7]
	Airport terminals, Departure formalities , Transit Areas, Arrival formalities, Fast travel.	[6]
	Airlines Product & Services : Airline Alliance Networks, Airline loyalty programs, Alliances & Frequent Flyer Programs, Cabin Classes , Booking Class Codes, Aircraft Seat Configuration & Seat Assignment, Cartegories of Special Passengers types, Special Meals, Wheelchairs, Pre-flight & In-flight product & services , Ancillaries , Baggage Allowance.	[7]
	Interpreting flight timetable : Sources of flight schedule information, Types of Aircrafts, Online Web based Timetables, Timetables displayed in a GDS, Phonetic Alphabet.	[6]
	Industry Codes, Terminology & Definitions, Two character airline codes, transmitting reservation information to airlines, service information field, miscellaneous abbreviations.	[6]
	International Air Transport Regulations, Warsaw Convention, Montreal Convention,Chicago Convention & ICAO, bilateral agreements.	[7]

Text Books

1.	Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi.	
2.	Mohinder Chand (2007) Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.	
3.	IATA Foundation in Travel & Tourism Course e Textbook (5.16 Revised Edition).	

References:

1.	OAG Schedules, Official Airline Guide , Dunstable ,UK.www.oag.com	
2.	Cook, R.A; Marqua, J & Yale , L. J.(2006). Tourism: The Business of Travel. New York: Pearson Education.	
3.	Travel Information Manual, IATA, Netherlands, 2012. 5. World Atlas.	

Note: Latest edition of text book and references must be used.

MODY UNIVERSITY

SCHEME OF STUDY

BBA TOURISM AND TRAVEL MANAGEMENT
Version 2018 (Proposed)

School of Management Studies

Semester I

Year	Semester	Code	Subject	L	T	P	Credits
1	1	TTT-101	Introduction to Travel and Tourism	3	0	0	3
1	1	TTT-111	Managing Transport Operations	3	0	0	3
1	1	TTT-121	Emerging Indian Tourist Destinations	3	0	0	3
1	1	TTT-131	Tourism Resources of India	3	0	0	3
1	1	TTT-141	Management Concepts & Philosophies	3	0	0	3
1	1	TTT-151	Computer Application	3	0	0	3
1	1	TTP-161	Tourism Products: Asia, Australia & Africa	0	0	3	1.5
1	1	TTP-171	Indian Tourism Destinations	0	0	3	1.5
1	1	TTP-181	Computer Application Lab	0	0	2	1
1	1	UCT-143	Environment and Waste Management	2	0	0	2
1	1	TTY-	Sports/ Yoga	0	0		1
1	1	TTY-	Arts/Fine Arts/ Music				1
Total				22	00	08	28

Semester II

Year	Semester	Code	Subject	L	T	P	Credits
1	2	TTT-102	Airlines and Tourism Operations	3	0	0	3
1	2	TTT-112	Emerging International Tourist Destinations	3	0	0	3
1	2	TTT-122	Automation in Tourism and Airlines Industry	3	0	0	3
1	2	TTT-132	Food and Beverage Service	3	0	0	3
1	2	TTT-142	Tourism Economics	3	0	0	3
	2	TTT-152	Human Resource Management	3	0	0	3
1	2	TTP-162	Food and Beverage Service Practical	0	0	3	1.5
1	2	TTP-172	Tourism Products: Europe & America	0	0	3	1.5
1	2	UCT-182	Communication Skills	3	0	0	3
1	2	UCP-192	Communication Skills Practical	0	0	2	1
1	2	TTY-	Sports/ Yoga	0	0	2	1
1	2	TTY-	Arts/ Fine Arts/ Music				1
Total				21	00	10	27

BBA-(Tourism & Travel Management)
Three-Year Programme
Academic Curriculum (2018-19 Onwards)
Second Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Autumn Semester	**Core Courses**									
	TTT-203	Geography of Tourism	3	-	-	3	3	25	25	50
	TTT-213	Customer Services	3	-	-	3	3	25	25	50
	TTT-223	Tourism Management	3	-	-	3	3	25	25	50
	TTT-233	Business Accounting	3	-	-	3	3	25	25	50
	Skill Enhancement Compulsory Courses									
		Foreign Language-I[#]	3	-	-	3	3	25	25	50
	MDC003	Environmental Studies	3	1	-	4	3	25	25	50
		Mody University Elective	3	-	-	3	3	20	-	80
	Generic Course									
	BS 251	Production & Operations Management	3	-	-	3	3	25	25	50
		Sub Total	**24**	**1**	**-**	**25**				
	GE 203	Proficiency (Non-Credit) [#]				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Spring Semester	**Core Courses**									
	TTT-204	Travel Agency & Tour Operations Business	3	-	-	3	3	25	25	50
	TTT-214	Organisational Behavior	3	-	-	3	3	25	25	50
	TTT-224	Tourism Planning & Development	3	-	-	3	3	25	25	50
	TTT-234	Tourism Organisations	3	-	-	3	3	25	25	50
	Skill Enhancement Course									
		Foreign Language-II[#]	3	-	-	3	3	25	25	50
		Mody University Elective	3	-	-	3	3	20	-	80
	Generic Course									
	BS 252	Business Ethics and Corporate Governance	3	-	-	3	3	25	25	50
		Sub Total	**21**	**0**	**0**	**21**				
	GE 204	Proficiency (Non-Credit) [#]				1				

BBA-(Tourism & Travel Management)
Three-Year Programme
Academic Curriculum (2018-19 Onwards)
Third Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Autumn Semester	TTT-305	Sales and Marketing In Tourism	4	-	-	4	3	25	25	50
	TTT-315	Tourist Behavior	3	-	-	3	3	25	25	50
	TTT-325	Destination Marketing & Management	3	-	-	3	3	25	25	50
	TTT-335	International Tourism	4	-	-	4	3	25	25	50
	TTT-345	Conferences and Event Management	4	-	-	4	3	25	25	50
		Sub Total	**18**	**-**	**-**	**18**				
	GE 303	Proficiency (Non-Credit) #				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Spring Semester	TTT-306	Study Tour & Study Report ; Viva Voce (3 Weeks)	-	-	-	3	-	-	-	50
	TTT-316	Summer Internship & Project Report; Viva Voce (10 Weeks)	-	-	-	10	-	-	-	100
		Sub Total	**13**	**-**	**-**	**13**	**-**	-	-	
		Total Credits	**128**	**-**	**-**	**128**				
	GE 306	Proficiency (Non-Credit) #				1				

CW: *Course Work;* ***MTE:*** *Mid Term Examination;* ***ETE :*** *End Term Examination*

 # The university offers five foreign languages, i.e. Chinese, French, Japanese, German and Spanish, out of which a student is required to select any one. There is no option of change once selected.

***A student will go for Summer Internship after Second year and Evaluation of Summer Internship Project would comprise of Report and Viva-voce.*

Study Tour Report : 50% on report & 50% on Viva Voce.

Summer Internship Project Report : 50% on report & 50% on Viva Voce.

Note : - On the Job Training Report of Internship & viva-voce shall be a compulsory component for the students. Each student shall have to undergo 10-week or two-and-half months i.e. (Feb to Apr) training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create a job opportunity for the students while undergoing training in Travel Agency, Tour Operation, Tourism Information Offices, Hotels/Resorts etc. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business.

Semester I

Scheme Version – 2018	Introduction to Tourism and Travel	L	T	P	C
	Apply to Program: BBA TTM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT- 101	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts used in the field of travel and tourism industry.				
Subject Outcome					
1	To upgrade the basic knowledge about the tourism sector				
2	To guide the concepts used in the travel industry.				

Unit I

Concept of Leisure, Recreation, Tourism, Tourist, Traveler, Visitor, Excursionist, Components of Tourism and its characteristics. Tourism as an Industry

Classification of Tourism and Tourist, meaning, definitions and characteristics. Different types of tourism- Inbound tourism, Outbound tourism, Domestic tourism; Mass tourism, International tourism etc. Typology of Tourists, Plog's typology of Tourist

Unit II

History of Tourism through ages, Silk Route**,** Grand tours, Thomas Cook and the development of tourism. Present scenario of the tourism industry.

Linkages of Tourism with other subjects Viz. History, Sociology, Geography, Management and Economics.

Unit III

Concept of Tourism Demand and Supply. Significance, Problem and Prospects of Tourism Demand factors affecting Tourism Demand and Supply. Travel Propensity, Impacts of Tourism – Economic Impacts, Socio-culture Impacts, Environmental impacts.

Reference books/ material:

1. McIntosh et.al.,*Tourism Principles*. Prentice Hall Publication.
2. Mill and Morrison, *Tourism System*. Prentice Hall Publication.
3. Negi, Jagmohan, *Tourism and Travel Concepts and Principles*. Gitanjali Publishing House.
4. Kamra, K.K. and M. Chand, *Basics of Tourism: Theory operation and practice,* Delhi: Kanishka Publication

Scheme Version – 2018	Managing Transport Operations	L	T	P	C
	Apply to Program: BBA TTM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT- 111	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts are used in the transport business in the world and in India as well.				

Subject Outcome	
1	To guide the concepts used in the air and surface transport business
2	To develop the concepts and operations of railways and waterways

Unit – I

Evolution of tourist transport system - . Introduction to transport system - air, road, rail and water transport. Importance and Relationship between tourism and transport industry.

Challenges faced by tourism based transport system, Role of transport industry in making world a global village.

Unit II

Road transport: Approved tourist transport, car hire companies including rental car scheme and tourist-coach companies, Regional Transport Authority, road taxies, contract carriage, stage carriage, All India permits etc. Rail Transport: Introduction to Indian railway system, IRCTC- Role and services offered, Luxury trains in India- Palace on wheels, Shivalik express toy train, EURAIL- Network, types of passes etc.

Unit III

Air Transport: Types of airlines – Domestic, International, Inter Continental, Intra Continental, Regional, Charter etc. Major Airlines of India and international airlines. Functions of DGCA, IATA, ICAO &AAI, Services provided by Airlines- Difference b/w LCC and full service airlines.

Water Transport: Types of water transportation, historical past, cruise ships, ferries, hovercraft, river canal boats, Water transport as attractions, Inland Water Ways, International Cruise Liners- Star cruise Virgo, Disney cruise.

Reference books/ material:

1. ChuckY. Gee, Travel Industry
2. Stephen Page, Transport for Tourism
3. Mill, R.C. and Morrison,Tourism System
4. P.N. Seth, Successful Tourism Management

Scheme Version – 2018	Emerging Indian Tourist Destination	L	T	P	C
	Apply to Program: BBA TTM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT- 121	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is introduced to give the knowledge about the Indian tourism along with the famous tourist destinations.				
Subject Outcome					
1	This will help to understand the nature resources.				
2	To give the professional information about the Hill stations of India				
3	This will help to understand about the beach based destinations of India.				

UNIT I

Indian Geography, physical and political features of Indian subcontinent, climatic conditions prevailing in India. Tourism resources and attractions in different states of India:

Rajasthan,
Uttrakhand,
Madya Pradesh,
Goa.

UNIT II

Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, SasanGir, Dachigam, Ranthambhore and Keoladeo Ghana). Major wetlands of India.

UNIT III

Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital,Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdeep islands.

Reference books/ material:

1. Lonely Planet – India
2. JagmohanNegi – Travel Management
3. Indian Tourism Guide by Dr. AP Nanda

Scheme Version – 2018	Tourism Resources of India	L	T	P	C
	Apply to Program: BBA TTM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code TTT- 131	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The course aims to provide a basic knowledge in different tourism products of India. India is a country with ample and diversified tourism resources and products to offer for both domestic and International Tourist's.				
Subject Outcome					
1	This course envisages discussion on tourism products like Cultural, Heritage				
2	This course envisages discussion on tourism products like Art and Architecture, Paintings, Classical dance forms and Music. Etc.				

Unit I

Tourism Products-Concept, Definitions, Classification, Characteristics of tourism Products.

Difference between tourism product and other consumer product.

Heritage & Pilgrimage Tourism - Classification, Art and Architecture, Historical Monuments, Religious and Spiritual Centers (Hindu, Buddhist, Jain, Muslim, Christian and Sikh).

Unit II

Cultural Tourism - Fairs and Festivals, Classical Dance and Music, Folk culture, Handicrafts and Handlooms, National Park and Sanctuary, World Heritage Sites in India, Museums and Art Galleries, Indian Cuisines.

Unit III

Emerging Forms – Adventure tourism: Land based, Aero based and Water based activities, Rural Tourism, Medical Tourism, Yoga and wellness Tourism, Eco Tourism, Event and Sports Tourism.

Reference books/ materials

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Tourism Products (Second edition): New Royal Book Company (2012) – Manoj Dixit and Charusheela.
3. Indian Tourism Products: Abhijeet Publications – Robinet Jacob, Sindu Joseph.
4. Awakening Indians to India: ChinmayaYuva Kendra.
5. The Wonder that was India: Al Basham

TTT-141 **Management Concepts & Philosophies** **3-0-0-3**

Course Objective

The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

Course Content

Introduction: Concept – Need for study; Managerial functions – An overview; Coordination – Essence of management; Evolution of Management Thought – Classical, Neo classical and Modern approaches, MBO, Emerging issues in management. [08]

Planning: Types of Plan, Objectives of Planning, Planning process, SWOT, **Decision-making** – Concept, importance, Individual versus group decision making, Decision making process, Techniques of decision making. [12]

Organising & Staffing: Concept and importance; Process of organizing – An overview, span of management, line and staff authority, delegation of authority, centralization vs decentralization; Formal and informal organization; Types of organization structure; Concept and importance of staffing, Process of staffing. [12]

Directing and Controlling: Motivation – Concept, importance, intrinsic and extrinsic motivation; Motivation theories – Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y, Ouchi's Theory Z; Leadership – Concept, importance; Theories of leadership – Likert theory, Blake and Mouton's Grid theory, Tannenbaum and Schmidt Leadership continuum; Controlling – Concept, process, Principles of effective control, Major techniques of control. [07]

Text Books

1. Koontz, H. and Weihrich, H. *Essentials of Management*, Pearson Education.
2. Prasad, L.M., "*Principles and Practices of Management*", S Chand and Sons, New Delhi

References:

1. Luthans, F., "*Introduction to Management",* McGraw Hill.
2. Robbins, S. and Coulter, M.*Management,* Pearson Education.
3. Drucker P. F., *Practice of Management*, Mercury Books, London.
4. Griffin, R.W.,*Management Principles and Application*, Cengage Learning
5. Louis, A.Allen: Management and Organization; Mc Graw Hill, Tokyo.

Scheme Version – 2018	Computer Application	L	T	P	C
	Apply to Program: BBA TTM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT - 151	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The basic objective of the course is to introduce the students to the computer and networking concepts, computer applications, and productivity software.				
Subject Outcome					
1	This will help in enhancing the knowledge of computer and its applications.				
2	To give exposure about the awareness of computer technology and its role in society				

UNIT: I

Computer Basics: Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture.

Hardware and Software: Introduction, Computer Memory, Secondary Memory, Computer Peripherals, Output Devices, Software requirements.

UNIT II:

Detailed Content : Video Display, Storage Devices, Power-supplies, Basic input and output system, Wi-Fi, Operating system.

Windows XP: Introduction, Features, Comparison between Professional and Home edition, Windows XP installation, Activating Windows XP, Security features of Windows XP, Accessing User Accounts, and Getting Help.

UNIT III:

Excel 2007: Introduction, Workbook, Worksheet, Formatting in excel, Advanced formatting in Excel, Working with formulas, Printing worksheets.

MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Advanced Formatting, Using Templates, Inserting charts, Inserting tables, Printing presentations.

Security and Networking: Introduction, Simple Fine Sharing, Internet Information Services, Peer to Peer Networking.

Reference books/ materials

1. C.S. French "Data Processing and Information Technology", BPB Publications 1998
2. P.K Sinha `Computer Fundamentals`, BPB Publications, 1992
3. Guy Hart-Davis "The ABCs of Microsoft Office 97 Professional edition", BPB Publications, 1998
4. Karl Schwartz, "Microsoft Windows 98 Training Guide", 1998

Scheme Version – 2018	Tourism Products: Asia, Australia & Africa	L	T	P	C
	Apply to Program: BBA TTM – I Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: TTP-161	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The main objective of this course is to familiarize students with tourism based geography. The topic covered during practical will impart knowledge related to geographical features of the World.				
Subject Outcome					
1	This will help to identify the various locations of the Asia, Australia and Africa.				
2	The attractions for the international destinations.				

List of Practical:

- Locate and Label the countries of Asia and their capitals on the Map of Asia.
- Locate and label major attractions of Singapore on the map of Singapore/World.
- Locate and Man Made attractions of China on the Map of China/World
- Locate and label Tourist attractions of Indonesia on the map of Indonesia/World.
- Locate and label Sea port of Indonesia on the map of Indonesia/Asia.
- Locate and label Famous beaches of Indonesia on the map of Indonesia/Asia.
- Locate and label major attractions of Malaysia on the map of Malaysia/World.
- Locate and Label the countries of Africa and their capitals on the Map of Africa.
- Locate and label the national parks of South Africa on the Map of Africa/World.
- Locate and label the major tourist attractions of South Africa
- Locate and Label the Cities of Australia on the Map of Australia
- Locate and label the International Airports of Australia on the map of Australia/World
- Locate and label the Tourist attractions of Sydney on the map of Australia.
- Locate and label major cities of Turkey on the map of Turkey/World.
- Locate and label major Tourist attractions of Istanbul on the map of Turkey/World.

Reference books/ materials

1. Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism, Oxford: Butterworth Heinemann.
2. International Geography for Travel and Tourism by John P. Wrades.
3. Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman.
4. Seth P.N., Successful Tourism Management, (Vol.1), New Delhi: Sterling Publisher.
5. Specific Country Guide Books of Lonely Planet Publication

Scheme Version – 2018	Indian Tourism Destinations	L	T	P	C
	Apply to Program: BBA TTM – I Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: TTP - 171	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The main objective of this course is to familiarize students with tourism based geography. The topic covered during practical will impart knowledge related to geographical features of India and World as well.				
Subject Outcome					
1	This will help to identify the various locations of India.				
2	To get the practical exposure about the tourism based location of India..				
3	To work on maps used in the field of travel and tourism.				

List of Practical:

1. Locate and label the political map of India and write brief information of India. Locate the political boundaries- International, States and District
    a. Capital of India and NCR
    b. States and its capitals
    c. Union Territories of India
    d. Major Cities
    e. Neighboring countries of India
2. Locate and label Physical Division of India
    a. Peninsular Region
    b. Indo-Gangetic Brahmaputra Region
    c. Himalayas
    d. Coastal Plains
    e. Desert
3. Locate and label wildlife sanctuaries, bird sanctuaries and national parks on map of India
4. Design and label the tourist map of India. Cite the following-
    a. Hill stations
    b. Beaches
    c. Adventure Destinations – Land, Air, Water
5. Design and label the tourist map of India. Cite the following-
    a. Historical Places, monuments & Museums
    b. Pilgrimage – Hindu, Buddhist, Jain, Muslim & Sikh
    c. UNESCO World Heritage Sites in India
6. Brief introduction of state of Punjab. Locate and label on map of Punjab the following
    a. Capital of Punjab and its main tourist attractions
    b. Tourist Circuits of Punjab
7. Label network of Air & surface Transportation of India.

8. Identify the major tourist circuits of India – The Golden Triangle. Mark on map and label the tourist destinations and attractions.

9. Locate and cite the Domestic and International Airport of India. Also collect information about top 10 Airports and Airport Lounge of World and mark them on the world map.

10. World At A Glance : Locate and label Continents & Ocean of World on world map

11. Study of Map
    a. Type of Maps
    b. Map Reading – Location, Longitude & Latitude, direction, scale
    c. Conventional sign & symbols
    d. Color Scheme in Topographic maps

12. Time Zone
    a. Greenwich Meridian Time
    b. International Date Line
    c. Calculating of time of any given location

13. Climatic Zone
    a. Climatic Zone of World and main tourist destination in different climatic zones
    b. Seismic Zone
    c. Direction of Monsoon wind
        I. Southwest Monsoon (The Arabian Sea to the Bay of Bengal)
        II. North-East monsoon

Reference books/ material:

1. Lonely Planet – India
2. JagmohanNegi – Travel Management
3. Indian Tourism Guide by Dr. AP Nanda

Scheme Version – 2018	Computer Application Lab	L	T	P	C
	Apply to Program: BBA TTM – I Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: TTP-181	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The basic objective of the course is to introduce the students to the world of computers and computer technology. Introduce students to the basic concepts of operating systems, MS Office, Email, Web security.				
Subject Outcome					
1	This will help in enhancing the Computer Skills				
2	To give practical exposure about the Email and Internet.				

List of Practical:

MS-Word : Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document.

Power Point (Presentation software) : Basic concept of presentation software. Standard, formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box.of animation features. Inserting pictures, resizing pictures. Inserting organization chart of auto content wizard.

Excel : its structure and capabilities, drawing toolbars of cells, entering and editing data and text, entering formulae. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Excel Functions: max, min, date, count.

Internet : A brief history of origin of internet. Various applications of Internet such as email, information gathering, searching, chatting, downloading etc. of search engines, internet explorer and e-mail messages. Use of internet in various fields. Cyber Security and plagiarism.

Scheme Version – 2018	Environment and Waste Management	L	T	P	C
	Apply to Program: BBA TTM – I Semester	2	0	0	2
	Prerequisite: Nil	Total hours =			
Subject Code: UCT-143	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	To familiarize students with basics of environmental sciences, disaster & waste management.				
Subject Outcome					
1	Understudies will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.				
2	Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.				
3	Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques.				

Unit- 1

General: Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation

Renewable & Non renewable resources: Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas

Environmental Pollution and their effects: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution. Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015

Unit-2

Disaster Management: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

Disaster Preparedness and Response Preparedness: Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster,

Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

Unit-3

Waste Management: Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).

Solid Waste Management Act: Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Reference books/ materials

1. Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
2. Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
3. Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
4. Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004
5. Environmental Engineering , Howard S.Peavy ,Donald R. rowe New York , Macgraw Hill
6. Geographic Information: Economic applications, Martin. D., Routledge, London
7. Introduction to Environmental Engineering and Science , 2nd Edition ,G.M.Masters ,Prentice Hall ,New Jersy
8. Ecology & the Environment , Monson, Russel k ed., springer

Semester II

Scheme Version – 2018	Airlines and Tourism Operations	L	T	P	C
	Apply to Program: BBA TTM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT- 102	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts used in the airline and tourism sector at global level.				
Subject Outcome					
1	To make aware the students about the concepts used in the airlines industry.				
2	To make aware the students about the trends in tourism at the international level				

Unit I

AIRLINES OPERATIONS:- Introduction to Airlines- LCC & Full service airlines-various cabin classes, Organizational structure of an domestic and international airlines, Freedom of Air, Operational process description (brief introduction of Load & trim, fueling, water loading, dumping, catering, baggage loading/unloading, tow truck & tow bar, doilles, catering vehicle,choks). Leading International airlines of the world

Unit II

TOURISM OPERATIONS:- Leading tour operators, GSA,PSA,OTA, Tailor made packages, Inclusive tour packages. Types of tours-one way tour, return tour, circle tour, around the world, open jaw.

Unit III

Product and the services of the following companies:-

a) Jet Airways
b) Cathay Pacific
c) Cox and Kings
d) Make my trip

Reference books/ material:

1. Global trends in Tourism & Hospitality Industry by Sudhir Andrews
2. Tourism and Global : A case study by Mike J. Aourncer.

Scheme Version – 2018	Emerging International Tourist Destination	L	T	P	C
	Apply to Program: BBA TTM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT- 112	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This course is designed to give the knowledge about the International tourism along with the famous tourist destinations.				
Subject Outcome					
1	This will help to understand the world tourism destinations with country facts and figures.				
2	To give the professional guidance about the emerging tourism based destinations.				

Country Profile: Map work, Background, Location, Climate, Terrain, Country facts, History, Economy,Tourism Statistics, Passport and Visa Regulations, Major Tourist Resources and activities for the following Countries:

UNIT –I

Great Britain
Thailand

UNIT II

Mauritius
Italy

UNIT III

UAE-Dubai
New Zealand

Reference books/ materials

1. International Geography for Travel and Tourism by John P. Wrades
2. Lonely Planet – Great Britain, Far East, New Zealand, UAE, Europe
3. A.K Bhatia – International Tourism Mgt

Scheme Version – 2018	Automation in Tourism and Airlines Industry	L	T	P	C
	Apply to Program: BBA TTM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT- 122	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This will help to understand the use of ICT in the aviation & tourism sector.				
Subject Outcome					
1	To understand the use of CRSs used the airlines business.				
2	To guide about the different types of air tickets and their use.				

Unit I

Automation in the tourism industry – An Introduction Importance of Information Technology in Tourism Automation in the hotel, airlines and travel business. Billing settlement process- Concept , roles and objectives. History of Airlines ticketing, Airlines reservation system(ARS)- Concepts, roles and objectives. Flight information display system(FIDS).

Unit II

Introduction to CRS: The need for a CRS system, History of the CRS system, Use of the CRS by Airlines and Travel Agents, Benefits and importance of the CRS system to the Travel trade, Introduction to Amadeus, Galileo, Worldspan , SABRE. Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit III

Ticketing process: Components of an electronic ticket Types of tickets: Manual ticket/ Automated Ticket/ e-ticket Ticket Coupons Difference between I ticket and e-ticket What are Special fare? Various kinds of special fares.Details of an automated ticket.

Reference books/ materials:

1. Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
2. Sinha P.C: Encyclopedia of Tourism Management
3. JagmohanNegi: Travel Agency & Tour Operation Concepts & principle

Scheme Version – 2018	Food and Beverage Service	L	T	P	C
	Apply to Program: BBA TTM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT- 132	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The objective of this course is to develop the very basic manners & ethics among hospitality students about the food & beverage operations so that when they step into the industry they should be able to prove themselves as an asset to the organization and can be remembered by their guests.				
Subject Outcome					
1	This will help to understand the basic concepts of Food and Beverage services				
2	To understand the types of Services used in the airlines and hospitality industry.				
3	To guide the student about the types of menu using at international level.				

Unit-I

1. INTRODUCTION OF FOOD & BEVERAGE SERVICE
   - Introduction to Food Service industry.
   - History and growth of catering industry in India.
   - Sectors of the Food service industry.
   - Variables in Food service operations.
   - The meal experience.

2. FOOD AND BEVERAGE OUTLETS
   - Introduction.
   - Commercial v/s subsidized catering.
   - Sections of Food and Beverage department.
   - Organizational structure/ Hierarchy of F&B department.
   - Duties and responsibilities of F&B personnel.
   - Attributes of F&B staff.

Unit-II

3. FOOD AND BEVERAGE SERVICE AREA AND EQUIPMENTS
   - Introduction
   - Still room
   - Silver room / Plate room
   - Wash-up
   - Hotplate
   - Service equipments (Linen, Furniture, China ware, Glassware, Flatware, Hollowware, Special service equipments and service trolleys)
   - Automatic vending and disposables

4. TYPES OF SERVICE
   - Introduction

- English service
- French service
- Russian service
- Cafeteria service
- Snack bar service
- Grill room service
- Gueridon service
- Buffet service
- Breakfast service

Unit-III

5. THE MENU AND ITS KNOWELDGE
   - Introduction
   - Origin of the menu
   - Purpose of the menu
   - Classes of the menu
   - Influences of the menu
   - Eleven courses French classical menu
   - Meal times

Reference books/ materials:

1. Andrews Sudhir, F & B Service Training Manual, Tata McGrawhill, New Delhi 2007
2. DhawanVijay,(food& beverage service) Isha publication, 2007
3. Denis Lillycrap, Jon cousins (Food & Beverage service) 2006

Scheme Version – 2018	Tourism Economics	L	T	P	C
	Apply to Program: BBA TTM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: TTT-142	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	To provide an understanding too basic economic environment, balance between demand and supply in tourism industry and analyzing the prevailing conditions.				
Subject Outcome					
1	To understand the scope and method of economics				
2	To understand demand and supply in tourism				
3	Tourism understand the economic impact of tourism				

Unit-1

Scope and method of economics; scarcity and choice; questions of what, how and for whom to produce and how to distribute output; working of price mechanism and resourceallocation.The economic characteristics of tourism, a general tourism information system, the Tourism Satellite Account, WTO tourism statistics,tourism and/or holiday surveys, the tourism production index, role of TFCI in tourism development.

Unit-2

Elasticity of Demand: Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue, and elasticity of demand; Determinants of elasticity of demand. Determinants of tourism demand, trends in tourism demand, tourism demand worldwide, holiday propensity and holiday frequency, seasonality, tourism supply in the tourism system, tourism supply, the tourist product and its lifecycle, tourism supply and market structures, pricing in tourism, supply trends.

Unit-3

Tourism as a strategic dimension of economic development, economic advantages and disadvantages, balance of payments and tourism, the magic tourism multiplier, measurement of income generation, measurement of employment generation, special characteristics of employment, the impact of events.

Reference books/ materials:

1. De Brabander,G. (1992). *ToerismeenEconomie*. Leuven: Garant.
2. Keller, P. and Bieger, T (eds) (2001). *Tourism Growth and Global Competition*. St Gallen: AIEST.
3. Sharpley, R. and Telfer,D. (eds) (2002). *Tourism and Development. Concepts and Issues.* Clevedon: Channel View Publications.
4. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
5. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
6. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th edition, 2007.

AAT-152 **Human Resource Management** **3-0-0-3**

Course Objective

To acquaint students with the techniques and principles to manage human resource of an organisation.

Course Content

Human Resource Management: Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance. **Acquisition of Human Resource:** Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention. [12]

Training and Development: Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing. [08]

Performance Appraisal and Compensation Management: Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counselling; Job changes - Transfers and promotions, Human resource audit; **Compensation** - Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation. [10]

Maintenance of employees and Emerging Horizons of HRM: Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations- An overview; Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System and e-HRM; Impact of HRM practices on organisational performance; HR audit, Contemporary issues in human resource management. [09]

Text Books

1. Aswathappa, K., "*Human Resource Management",* Tata McGraw-Hill, New Delhi.
2. Decenzo, D.A. and Robbins, S. P., "*Fundamentals of Human Resource Management",* Wiley, India.

References:

1. Pande Sharon and Basak Swapnalekha (2012), "*Human Resource Management-Text and Cases*", 1st Edition, New Delhi, Pearson Education.
2. Mondy, A. W. and Noe, R. M., "*Human Resource Management",* Pearson Education.
3. Rao, V. S. P., "*Human Resource Management: Text and Cases",* Excel Books.

Note: Latest edition of text book and references must be used.

Scheme Version – 2018	Food and Beverage Service Practical	L	T	P	C
	Apply to Program: BBA TTM – II Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: TTP - 162	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The objective of this course is to develop the very basic manners & ethics among hospitality students about the food & beverage operations so that when they step into the industry they should be able to prove themselves as an asset to the organization and can be remembered by their guests.				
Subject Outcome					
1	This will help to understand the basic concepts of Food and Beverage services				
2	To understand the types of Services used in the airlines and hospitality industry.				
3	To guide the student about the types of menu using at international level				

List of Practical :

Sr. No.	Name of Practical
1	Grooming standard of F & B Personnel. Carrying five friends
2	Layout of American Breakfast
3	Layout of English Breakfast
4	Layout of Continental &Indian Breakfast
5	Napkin folding, its types and actual folds were demonstrated & practised by students
6	Service of non alcoholic beverage, Tray setup for tea & coffee
7	Service of Cigar&cigrettes (Focus on lighting a cigar). Precaution taken while lighting
8	Clearance procedures followed in fine dining restaurants
9	Clearance procedures followed in fine dining restaurants
10	Restaurant procedures includes welcoming & seating
11	Restaurant procedures includes Misen Place

Scheme Version – 2018	Tourism Products: Europe & America	L	T	P	C
	Apply to Program: BBA TTM – II Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: TTP-172	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	This subject is introduced to give the knowledge about the International tourism along with the famous tourist destinations. This will help to understand the world tourism destinations with country facts and figures.				
Subject Outcome					
1	This will help in learning of destinations and attractions of International countries				
2	To get the practical exposure about the tourism based location of world.				

List of Practical :

- Locate and Label the countries of US and their capital on the Map of US/World.
- Locate and label the destinations/attractions of Canada on the map of Canada/World.
- Locate and label Bird and wildlife sanctuaries - National parks of Canada on the Map of Canada
- Locate and label Tourist attractions of Canada on the map of Canada/World.
- Locate and label the International airports on the map of America/world
- Locate and label major tourist attractions of North America on the map of USA/World.
- Locate and label the tourist attractions of Brazil on the Map of Brazil/America
- Locate and label the tourist attractions of Mexico on the Map of Mexico/America
- Locate and Label the countries of Europe and their capital on the Map of Europe.
- Locate and label the Attractions of France on the map of France/World.
- Locate and label the International airports on the map of Europe/world.
- Locate and route the Euro rail network on the Map of Europe.
- Locate and label the Mountains of Switzerland on the map of Switzerland/World.
- Locate and label the historical man made attractions of Spain on the map of Spain/World.
- Locate and label the Attractions of Sweden on the map of Sweden/World.

Reference books/ materials

1. Specific Country Guide Books of Lonely Planet Publication
2. DK Eyewitness Travel Guide: Europe
3. A.K Bhatia – International Tourism Mgt
4. International Geography for Travel and Tourism by John P. Wrades

Scheme Version – 2018	Communication Skills	L	T	P	C
	Apply to Program: BBA TTM – II Semester	3	0	0	3
	Prerequisite: Studied English Language upto senior secondary	**Total hours =**			
Subject Code:	**Marks : 100**				
	Internal: 40	External: 60			
	Objectives				
UCT-182	The Communication Skills Course aims to augment students overall communication and interpersonal skills by making them realize the importance of good oral and written English communication skills in professional life. To enrich their reading capability with special emphasis on expanding vocabulary and grammatical formations. To build exceptional LSRW skills by correcting grammatical errors and pronunciation through practice.				

Subject Outcome	
1	The student would be able to produce contextual written text and speech.
2	Students would be able to write for short compositions, in the form of paragraph writing, business correspondence etc.
3	Students would have the strategic competence to use both spoken & written language in a wide range of communication.
4	Student would demonstrate linguistic competence- through accuracy in grammar, pronunciation and vocabulary.
5	Student will be able to speak fluently through regular practice and speaking drills.

Unit -1

Business Communication: Meaning, importance, process, models and types, barriers to effective communication, verbal and non-verbal communication, Techniques for building LSRW Skills.

Reading Skills: The students will be required to read the book: **Using English - A Course book for undergraduate learners,English for Engineers and Technologists***

Reading: UNIT- HUMOUR

UNIT - TECHNOLOGY WITH A HUMAN FACE*

Writing: Paragraph writing, reading comprehension

Listening: Vowel sounds, stress and intonation

Speaking: Greeting, taking leave, introducing oneself and others

Grammar: Parts of Speech, articles,modal verbs

Vocabulary: Word formation-Prefixes, suffixes and compounds,homonyms, homophones, homographs

Unit -2

Ethics in Communication- Significance, Factors, Dilemmas in Ethical Communication

Reading: UNIT- INSPIRATION

UNIT-CLIMATE CHANGE AND HUMAN STRATEGY*

Writing: Précis writing, Leave Application, permission letter,business letters - sales, request, order, inquiry, acknowledgement, complaint and collection letters, memorandum writing, office order, circular, various types of notice writing.
Listening: Consonant Sounds
Speaking: Social Etiquette,interrupting and making polite conversation
Grammar: Tenses, concord (subject-verb agreement),punctuation
Vocabulary: One-word substitutes, synonyms, antonyms, collocations

Unit -3

Cross-cultural Communication – Significance, elements, cultural context and barriers to Cross Cultural Communication
Reading: UNIT- SUSTAINABLE DEVELOPMENT
UNIT-EMERGING TECHNOLOGIES*
Writing: Summarizing, note making and note taking, Email Writing, digital content writing (blogs and websites)
Listening: Listening to details and taking notes-points and sub-points, listening for the theme and gist
Speaking: Making request, apologizing and listening
Grammar: Narration, voice, transformation and correction of sentences
Vocabulary: Collocations, idioms

Text books

Note: The reader for Engineering students is marked with a (*)

1. Suggested Reading: Board of Editors, Using English - A Course book for undergraduate learners, Orient Blackswan, Hyderabad (2016)
2. *Suggested Reading for Engineering: Board of Editors, *English for Engineers and Technologists*. Orient Blackswan, Hyderabad (2016).
3. Professional Communication Skills - Study Material and Workbook, Chandigarh University.

Reference

1. Lesikar R.V.; Petit J.D., Business Communication, Tata McGraw (2015), New Delhi.
2. Chaturvedi, P.D. and Chaturvedi, M; Business Communication, Pearson Education (2015), New Delhi.
3. Juneja, Om and Mujumdar A; Business Communication: Techniques and Methods, Orient Blackswan (2015), Hyderabad.
4. Raman, M. and Sharma, S; Technical Communication-Principles and Practice, Oxford University Press (2016), New Delhi.
5. Flately, Business Communication, Mc GrawHill, New York.
6. Murphy, R., Elementary Grammar, Cambridge University Press (2014), UK.
7. Murphy, R., Essential Grammar in Use, 4th Edition Cambridge University Press (2013), UK.
8. Hewing, Martin, Advanced English Grammar, Cambridge University Press (2012), UK.

Scheme Version – 2018	Communication Skills Practical	L	T	P	C
	Apply to Program: BBA TTM – II Semester	0	0	2	1
	Prerequisite: Studied English language upto senior secondary	**Total hours =**			
Subject Code:	**Marks : 100**				
	Internal: 60	External: 40			
	Objectives				
UCP-192	To equip students with listening, reading and speaking skills necessary for academic, professional and cultural situations. To foster self-confidence and positive attitude in students' ability to communicate. To monitor, remediate and strengthen comprehensible pronunciation.				
Subject Outcome					
1	Student would be confident in listening and speaking skills necessary for interaction in academic, professional and cultural situations				
2	Student would use language effectively for group discussions and public speaking				
3	The students would use non-verbal skills appropriate to the social environment.				
4	The student would be self aware and enhance soft skills for the professional world.				
5	The student would use correct intonation, stress, pronunciation and neutral accent to communicate in English.				

Unit -1

Soft Skills: Self Awareness- Personal attributes, SWOT Analysis

Verbal Skills: Art of Public Speaking- just a minute, extempore, news discussion

Non-Verbal Skills: Positive body language, posture, gestures, symbols and signs

Listening Skills: Listening exercises-1 & 2, vocabulary building-1 & 2

Phonetics: Classification of Speech Sounds, Vowel sounds, Introduction to phonetic symbols

Unit -2

Soft Skills: Goal Setting, Time Management

Verbal Skills: Art of self introduction, extempore, cross talk, news discussion

Non-Verbal Skills- Social Etiquette, Personal appearance and grooming

Reading Skills: Reading Comprehension -1 & 2, vocabulary building-3 & 4

Phonetics: Consonant Sounds

Unit -3

Soft Skills: Stress Management **; Verbal Skills:** Greetings, Making Requests

Reading Skills: Reading Comprehension -3 & 4, vocabulary building-5 & 6

Speaking Skills: Group discussion; **Phonetics:** DiphthongsSounds, Stress & Intonation rules

Software Support

1. Globarena EL- Client Software for Communication Skills, Hyderabad.

Reference

1. Sethi, J., Dhamija, P.V., A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Roach P., English Phonetics and Phonology: A Practical Course (English), Cambridge University Press, 4th Edition,UK.
3. O'Connor, J. D., Better English Pronunciation, 2nd Edition, Cambridge University Press, (2012), UK.
4. Hornby, A.S. Oxford Advanced Learners Dictionary of Current English, 7th Edition, Oxford University Press, UK.

Semester - III

TTT-203	Geography of Tourism	3-0-0-3

Course Objective: This paper is very unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism.

Course Content

	Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude.	[7]
	IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time	[10]
	Planning Travel Itineraries, Qualifying the Customer, Planning Air Itineraries, Resources for Research.	[7]
	Local Currencies around the World, Types of Local Currencies, Local Currencies & Country Currency Codes	[7]
	Modes of Transport around the World, Development of World Transport Modes, Future trends in Intercontinental Transport.	[8]

Text Books

1.	Burton, R. Travel Geography. Pitman Publishing, Marlow Essex.	
2.	Boniface B. & Cooper, C. Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London	

References:

1.	C. Michael Hall & Stephen J. Page .The Geography of Tourism and Recreation-Environment, Place and Space. Third Edition, Routledge, London.	
2.	Travel Information Manual, IATA, Netherlands, 5. World Atlas	
3.	Hall, M ,Geography of Travel and Tourism, Routledge, London.	

Note: Latest edition of text book and references must be used.

TTT-213	Customer Services	3-0-0-3

Course Objective: It would entitle the students to learn and inculculate set of skills required for providing a qulity services to the customers.

Course Content

	Who is a customer? internal customer, external customer Who is a service provider? Why are some service providers better than others? Who is a satisfied/ dissatisfied customer? What are the consequences of satisfied/ dissatisfied customers?	[8]
	What is Quality? What is customer satisfaction? What is customer delight? Standards of Customer Service.	[7]
	Key areas of customer care; The product or the service itself; Sales and promotion of the service After sales support to the customer, Organizational culture.	[8]
	Customer Feedback, feedback tools Converting Customer care philosophy into everyday action Developing customer trust and loyalty - online Grooming and Etiquette Telephone Handling Skills.	[8]
	Complaint Management, Transactional Analysis in Customer Care, Customer care in airlines, Customer care in hotels, Case studies and Role Plays.	[8]

Text Books

1.	Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.	

References:

1.	V. Kumar, Werner Reinartz, Customer Relationship Management: Concept, Strategy, and Tools, Springer Publications, Heidelberg New York Dordrecht London.	
2.	Francis Buttler, Customer Relationship Management: Concepts and Tools, Taylor & Francis, ebook.	

Note: Latest edition of text book and references must be used.

TTT-223	Tourism Management	3-0-0-3

Course Objective: The course would provide the knowledge of management aspects linked to tourism and would enlightened the students know-how about different dimensions of tourism organisations .

Course Content

	Introduction- Definition of management concept-Development of management- managerial skills of tourism-management of tourism-components of tourism accommodation-attractions-accessibility-management of environment.	[8]
	Management of tourism marketing-segmentation-marketing mix-tour pricing- types of demand and supply and marketing research.	[7]
	Nature and classification of tourism- Basic nature of tourism, Nature of tourism: Leiper's Model, Tourist Generating Regions (TGR), Transit Regions (TR) ,Tourism Destination Regions (TDR), Varied benefits of tourism, Indian concept of classification of tours/tourism.	[8]
	Tourism planning- Need for tourism planning, Essentials of planning, Eight point planning process, Aims of tourism planning, Significance of planning.	[7]
	Infrastructure of tourism management- Structural components, Important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism, Tourism organisational set up in india- Structure of department of tourism, NTO & its Functions	[9]

Text Books

1.	Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education. (L)	
2.	Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi: Macmillan India Limited. (L)	

References:

1.	Douglas Pearce , Tourism Today - A Geographical Analysis - Longman Group vk Ltd.	
2.	Pran Seth , Successful Tourism Management, Sterling Publishers Pvt., Ltd..	
3.	A.K. Bhatia, Tourism Development.- Principles and Practices. Sterling Publishers Pvt.,Ltd	

Note: Latest edition of text book and references must be used.

TTT-233	Business Accounting	3-0-0-3

Course Objective: To acquire conceptual knowledge of the financial accounting and to provide knowledge about the techniques for preparing accounts in different business organizations.

Course Content

	Theoritical Framework: Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. Generally Accepted Accounting Principles and Conventions, Accounting Standard v/s International Accounting Standards. **Accounting Process:** From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditures & Receipts, Depreciation, Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only).	[12]
	Sectional and Self-balancing System: Introduction, advantages and disadvantages, scheme of entries (including effect and rectification of errors), transfer from one ledger to another, contra balances in ledger, self-balancing ledgers vs. sectional balancing ledgers.	[8]
	Insurance Claims: Claims on account of loss of stock, loss of profit or consequential loss, loss of fixed assets, application of average clause, self-insurance and co-insurance, Entries in books of accounts, Workmen compensation insurance.	[8]
	Consignment Accounts: Important terms, Accounting records, Books of Consigner and consignee, Valuation of unsold stock, Conversion of consignment into branch, loss of goods—normal and abnormal. **Joint Venture Accounts:** Meaning of Joint Venture, Accounting records, Difference between Joint Venture and Partnership, Joint Venture vs. Consignment.	[11]

SUGGESTED TEXT BOOKS

1.	Mohamed Hanif and Mukherjee Amitabha., " *Financial Accounting"*, McGraw Hill Education, New Delhi.	
2.	Maheshwari, S.N., and Maheshwari, S. K., "*Financial Accounting",* Vikas Publishing House, New Delhi.	

SUGGESTED REFERENCE BOOKS

1.	Anthony, R.N. and Reece, J.S., "*Accounting Principles*", Richard Irvin Inc.	
2.	Lal, Jawahar., and Srivastava, Seema., "*Financial Accounting Text & Problems"*, Himalaya Publishing House, New Delhi.	
3.	Tulsian, P.C., " *Financial Accounting"*, Tata McGraw Hill, New Delhi.	
4.	Elliott, Barry., and Elliott, Jamie., " *Financial Reporting and Analysis",* Prentice Hall International.	
5.	Horngren, Charles T., " *Introduction to Financial Accounting"*, Pearson Education.	

Note: Latest edition of text book and references must be used.

	Foreign Language – I	3-0-0-3
	Offered by School of Liberal Arts	

MDC 003	Environmental Studies	3-1-0-4

Course Objective

Environmental studies is one of the most important topics in the context of present civilization as the present status of environment is precarious and if proper and timely precautionary measures are not taken it has the potential to destroy many of the natural process that not only allows life to survive but also thrive. The objective of the course is to provide the student with an understanding of environmental issues.

Course Content

	Environmental Science: Definition, scope and importance, Multidisciplinary nature.	[02]
	Ecology and Life Sustaining Process: Origin, evolution and diversification of life; natural selection; levels of selection. Ecosystem structure, functions; nutrient cycles; biomes; habitat ecology; primary and secondary productivity; Population ecology; metapopulation dynamics; growth rates; density growth; niche concept; Species interactions:. Biodiversity and bio conservation; genetic drift; biogeography and evolutionary ecology (Indian context only); gene-environment interaction; Endangered and endemic species of India.	[06]
	Present civilization and its engine: Empowerment through Science and Technology: Its power and its consequences. The strongest contemporary ideas of science and their consequences on society. Industrial Civilization and its engine. Economics and its limitations: meta economics Psychology: The Anatomy of Greed, Envy and Vanity (Freud's Psychoanalytic perspective, Hans Selye Stress Model; Self-regulation techniques) Unsustainable development. Traditional methods of protecting nature. Suggested Case studies: i) Cultural Basics of our Environmental Crisis: ii) Ecofeminism	[06]
	Natural Resources (Renewable and Non-renewable Resources): Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over-utilization of surface and Ground Water, Mineral resources – Use and exploitation, Role of an individual in conservation of natural resources. Suggested Case Studies: i) What has posterity ever done for me? i) Energy policy and further future: The identity problem	[05]
	The story of Commons: Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, water logging, salinity, Drought, Earthquakes, Cyclones and Landslides. Suggested Case Studies: i) The tragedy of commons: ii) We all live in Bhopal iii)The Silent Spring;	[06]
	Social Issues and the Environment: Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear accidents and holocaust, Environmental Protection Laws in India. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. Role of Information Technology in environment and human health. Suggested Case Studies: i) Earth the Crowded Planet ii) Famine Affluence and morality iii) The world food supply	[06]
	Protection and Prevention of Environment with Special intervention:	[06]

	Environment Protection and the Law: Constitution Provisions Relating to Environment, Constitutional provisions about states powers concerning acquisition, regulation and distribution of natural resources (water, forests, mines, oil). **Primary Protective Laws:** Environment Protection Act, 1986, Water (Prevention and Control) Act, 1974, Air (Prevention and Control) Act, 1981, Forest Act, 1927, Forest Conservation Act, 1980, Biodiversity Act, 2002, National Environment Tribunal Act, 1995, National Environment Appellate Act 1997, the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, National Green Tribunal Act, 2010. **Secondary Laws:** Noise pollution regulations: Environment Impact Assessment (EIA), rules relating to waste management (Solid wastes, hazardous wastes, bio-medical wastes, The Costal Regulation Zone Notification). Role of information technology in environment and human health, Greenhouse, its effect, remedies and international declaration related to it.	
	Sustainable Development (Objective and Application): **Introduction:** Dysfunctional civilization, Vision of sustainable world, Satyagraha for Conservation, Buddhist Attitude towards nature , Buddhists Economics **Case studies** a. **Management Sciences**: Carbon Credits and Trading , green marketing and cause related marketing b. **Science and Engineering Issues**: Organic farming, Renewable energy. c. **Built Environments**: Sustainable site planning, management of waste and its reduction, Low energy building materials and its implications, embodied energy, different case studies d. **Sustainable fashion**: Online study of eco-fashion brands; how India can lead? e. **Judicial activism**	[11]
	Field Trip & Report writing: (Any one of the following) i) Visit to renewable energy site ii) Visit to biodiversity park iii) Workshop on sustainable fashion iv) Shekhawati and its environment v) Morarka Foundation (organic farms) Nawalgarh/ Piplantri village Rajsamand district	[04]

Text Books

1.	Cunningham William P. Saigo B Woodworth, *Environmental Science: A Global Concern*, McGraw-Hill Higher Education; Sixth Edition	
2.	Odum E. P. Barret G.W "*Fundamental of Ecology"*, 5th Edition Cengage Learning.	

References:

1.	S.C Shastri "*Environmental Law*"5th Ed EBC Explorer, India.	
2.	, C.T Morgan, R.A King, J.R. Weisz, J. R., & J. Schopler, "*Introduction to Psychology"* International Student edition, Tata McGraw Hill, New Delhi.	
3.	E.F.Schumacher, Blond and Briggs, "*Small is Beautiful: Economics as if People Mattered"* London.	
4.	Heywood V.H. & Watson R.T. 1995. "*Global biodiversity assessment"*, Cambridge Univ. Press	
5.	"*Our Common Future*", Report on World Commission on Environment and Development United Nations Document.	
6.	Al Gore, "*Dysfunctional Civilization: The Earth in Balance"*, Houghton, Mifflin.	
7.	Lester Brown, Christofer Favin, Sandra Postel, "*Vision of a Sustainable World"*, The Worldwatch Reader, Ed Lester R. Brown New York	
8.	W.P. Pruden and S.H. Anderson, "*Environmental Sciences"*, Charles. E., Meredith Publication, NY,	

	USA	
Mongraphs for suggested Case Studies :		
9.	Cultural Basics of our Environmental Crisis: Lweis W. Moncrief, Science Vol 170,508-12 (1970)	
10.	Ecofeminism: Karen J Warren Environmental Ethics, Vol 12 (1990)	
11.	Satyagraha for Conservation : Awakening the spirit of Hinduism: O. P. Dwivedi Ethics of Environment and Development, Edited by Engel and Engel, Bellhaven Press, UK (1990)	
12.	Buddhist Attitude towards nature: Lily De Silva, The Buddhist Attitude towards Nature, Ed: K.Sandell, Buddhist Publication Society, Sri Lanka (1987)	
13.	What has posterity ever done for me?: Robert Heilbroner, Times Magazine, New York (1975)	
14.	Energy policy and further future: The identity problem: Derek Parfit, Energy and the future , Eds MacLean and Brown, (1983)	
15.	The tragedy of commons: Grrettn Hardin, Science, 162 (1968)	
16.	We all live in Bhopal: George Bradford , Questing Technology, Freedom Press, US (1988)	
17.	The Silent Spring: Rachel Carson, Houghton Mifflin Co, US (1962)	
18.	Earth the Crowded Planet: Tristram Coffin, The Washington Spectator, Vol 17.15 (1991)	
19.	Famine Affluence and Morality: Peter Singer, World Hunger and Moral Obligation Ed William Aiken, Hugh, Lafollette, (1977)	
20.	The world food supply: Tristram Coffin, Washington Spectator, Vol 19.2, 1993	
Note: Latest edition of text book and references must be used.		

	Mody University Elective	**3-0-0-3**
	Offered by different Schools of University	

BS 251	Production and Operations Management	3-0-0-3

Course Objective

This course introduces the students to the theory and practice of production management as a functional area in the management of business enterprise.

Course Content

	Introduction: Evolution, Need, Nature, Importance, Scope and Forecasting. **Plant Location and Utilities:** Steps in Location, Location Models. Utilities—Lighting, Ventilation, Air-conditioning, Sanitation, Noise Control.	[07]
	Plant Layout: Objectives of a good layout, Factors influencing layout, Principles of layout, Types, Significance, Layout Tools and Techniques.	[05]
	Job Design and Ergonomics: Objectives, Factors affecting Job design, Techniques of Job design, Machine- Worker interaction, Ergonomics- Meaning and Applications.	[07]
	Work Study: Definition, Importance, Benefits, Steps in work study. Method Study—Objectives, Advantages, Factors facilitating Method Study, Method Study Procedure, Recording Techniques, Motion Study—Importance, Principles, Work Measurement- Time Study. **Quality Control:** Definition, Importance, Quality Control Techniques, Statistical Quality Control- Advantages, Types of Control Charts—X, R, *p*, σ, *np*, C, OC-curve, Total Quality Management, Quality Circle.	[20]

Text Books

1.	Aswathappa. K & Bhat, Shridhar. K; *Production and Operations Management*, Himalaya Publishing House, New Delhi.	
2.	Heizer Jay and Render Barry, "*Production & Operations Management*", Pearson Edu.	

References:

1.	Goel, B.S; *Production Operations Management*, Pragati Prakashan, Meerut.	
2.	Adam & Ebert; *Production and Operations Management*, PHI, New Delhi.	
3.	Buffa & Sarin; *Modern Production/Operation Management*, John Wiley & Sons, New Delhi.	
4.	*Production/Operations Management*, MS-53 (IGNOU), New Delhi	
5.	Chase R B, Aquilano N J , Jacobs F R and Agarwal N, "*Production & Operations Management Manufacturing and Services*", Tata McGraw Hill	

Note: Latest edition of text book and references must be used.

TTT-204	Travel Agency and Tour Operations	3-0-0-3

Course Objective: The student should be able to understand the nature, structure and working of Travel Agency. Also the learner will be able to comprehend the range of services provided by them and, highlights the intricacies involved in tourist services.Recent trends and changes in travel agency and tour operations will help them to have updated knowledge.

Course Content

	Travel Retailing-Travel Agency & Tour Operations, Functions of a Travel Agency, Departments of Travel Agency Package Tours & its Components, Client Handling activities in Travel Agency.	[6]
	Itinerary Planning-Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary, Itineraries for Inbound and domestic tourists:- Golden triangle, Rajasthan tour, kerela tour Popular outbound Itineraries of Singapore, Malaysia, Thailand , Europe Tour, Australia Tour	[7]
	Package Tours-Package tour and its components, Practical components of a standard package tour Designing & Costing of a package tour	[6]
	Visas-Difference between Passport and Visa Types of Passport & Visa Preparing Visa cases Formalities required for Various Visas like:-Schenegen, Dubai and Far East	[6]
	Forex-Basic overview of FOREX Forex Terminology-TCs, Cash currency, BTQ, LERMS	[6]
	How To Set Up a Travel Agency -IATA Rules and Regulations. **CASE STUDY DISCUSSION** (Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots) Thomas Cook, La Passage to India, Travelguru.com, BTA, Star Cruises: Overview.	[8]

Text Books

1.	Chand, M. Travel Agency Management: An Introductory Text.Anmol Publications Pvt. Ltd., New Delhi.	
2.	S. K., & Mishra, J. M. Tourism: Principles and Practices. Oxford University Press.	

References:

1.	Goeldner, C. R., & Ritchie, J. B. Tourism principles, practices, philosophies. John Wiley & Sons.	
2.	Jafari, J. (Ed.). Encyclopedia of tourism. Routledge.	
3.	Holloway, J.C. The Business of Tourism, London: Person Education Limited.	

Note: Latest edition of text book and references must be used.

TTT-214	Organisational Behaviour	3-0-0-3
Course Objective : To change the way students think about and analyze behavior in organizations so that students become a more thoughtful and effective employee, co-worker, and manager.		
	Introduction: Organisational Theories - Classical, Neo-classical and Contemporary. Organisational Behaviour: concepts, determinants, challenges and Formal and Informal structures; Flat and Tall structures. Opportunities of OB. Contributing disciplines of OB. Organizational Behaviour Models. **Individual Behaviour:** Personality- Type A and B, Big Five personality types, Factors influencing personality; **Values and Attitudes**- Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes, measurement of attitude; **Learning** - Concept and Learning theories and reinforcement, Schedules of reinforcement; **Perception and Emotions**- Concept, Perceptual process, Importance, Factors influencing perception, perceptual errors and distortions, Emotional Intelligence.	[15]
	Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making. Nominal group technique and Delphi technique. Communication and Feedback, Models of Communication. Transactional Analysis, Johari Window.	[5]
	Motivation: Meaning and Importance of motivation, Theories- Vroom's Valence - Expectancy Theory, Intrinsic motivation by Ken Thomas .Behaviour modification, Motivation and organisational effectiveness, Measurement of motivation using standard questionnaire; **Leadership, Power and Conflict:** Concept and theories, Styles of leadership, Behavioural approach, Situational approach, Leadership effectiveness. Power and conflict. Bases of power, power tactics; Sources of conflict, Conflict Resolution Strategies.	[11]
	Dynamics of Organisational Behaviour: Organisational Culture and climate- Concept and determinants of organisational culture. Developing Organizational culture. Organisational change- Importance, Stability vs. Change, Proactive vs Reaction Change, Change Process, Managing Change. Individual and organisational factors to stress; Work Stressors, Consequences of stress on individual and organization; Prevention and Management of stress.	[8]

Text Books

1.	Stephen P. Robbins, Timothy A. Judge, and Vohra Neharika, *"Organizational Behavior",* 16th Edition, New Delhi, Pearson Education.	
2.	John W. Slocum and Don Hellriegel , Fundamentals of Organizational Behavior", 1st Edition, New Delhi, Thomson.	

References:

1.	Fred Luthans , *"Organizational Behavior-An Evidence-Based Approach",* 12th Edition, New Delhi, McGraw Hill.	
2.	Margie Parikh and Rajen Gupta, *"Organizational Behavior", 1st Edition,* New Delhi, McGraw Hill.	
3.	Udai Pareek and Sushama Khanna, "*Understanding Organizational Behavior",* 3rd Edition, New Delhi, Oxford University Press.	

Note: Latest edition of text book and references must be used.

TTT-224	**Tourism Planning & Development**	**3-0-0-3**

Course Objective: Having studied Tourism Planning and Development, the students will be able to describe theories of tourism planning and development. It will outline different approaches to tourism planning..It would describe the elements of a tourism policy model and how these elements are used to form a tourism policy for a destination.To outline the tourism planning process and different phases of that process. To analyze the tourism development of a destination.To explain different strategies of managing tourism growth.

Course Content

	Concepts of Tourism development policy, Definition & characteristics of policy, Principles of policy formulation, Levels of tourism development policy, Stakeholders in tourism development policy formulation.	[6]
	Concept of Tourism Development Planning, Definitions and Concepts of Tourism Planning, Principles of Tourism planning (meaning, objective, types, characteristics etc), Key Players in Tourism Development Planning.	[8]
	Stages of Tourism Development Planning: VMO (Vision, Mission & Objective Formulation), Survey of the existing situations, Analysis & Synthesis Of the existing situations, Plan formulation: developing strategies, Implementation, Monitoring and Evaluation.	[9]
	Considerations in Tourism Development Policy and Planning, Environmental Consideration, Economic Consideration, Community Consideration, Political Consideration, Institutional Consideration, Facilities Standard Consideration.	[9]
	Case Studies -Understanding the success and failure factors of different cases around the world.	[7]

Text Books

1.	Gunn, C.Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.	
2.	Swain, S.K. & Mishra, J.M.Tourism Principles & Practices. Oxford University Press, New Delhi.	

References:

1.	Morgan, N, Pritchard, A &Pride, R. Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann .	
2.	Butler, R.W. Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.	
3.	Tang, C.H. & Jones, E.E. Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.	

Note: Latest edition of text book and references must be used

TTT-234	Tourism Organizations	3-0-0-3

Course Objective: The course would provide the knowledge about the organisation structure of different tourism organisations, about their product & services and their working culture and environment.

Course Content

	Introduction To Luxury Railways Luxury Trains in India Royal Rajasthan on Wheels Golden Chariot Deccan Odessy	[8]
	Travel and Tourism Organizations IATA History, Growth and Development, IATA Goals, IATA Approval Membership UFTAA Introduction, Membership, Functions FHRAI Introduction, Membership, Functions.	[8]
	Travel Agency and Tour Operations Business Kuoni, Destination Management, Principle Services Offered Thomas Cook, Introduction, Principle Services Offered.	[8]
	Accommodation Sector Oberoi Hotels, Introduction, Activities of the Group , Oberoi/Philae Nile Cruiser, The Oberoi - New Delhi ,The Oberoi Vanyavilas-Ranthambore.	[8]
	Aviation Industry Jet Airways, Introduction Products and Services Kingfisher Airlines Introduction Products and Services	[7]

Text Books

1.	Mohinder Chand. Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.	
2.	Cook, R.A; Marqua, J & Yale, L.J. Tourism: The Business of Travel. New York: Pearson Education	
3.	Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.	

References:

1.	Fontgalland,B.De.The World Railway System. New York: Cambridge University Press	
2.	The Business of Tour Operations, London: Pitman.	
3.	Pender,L. Travel Trade and Transport. New York: Coninnum	

Note: Latest edition of text book and references must be used.

	Foreign Language – I I	3-0-0-3
	Offered by School of Liberal Arts	

	Mody University Elective	3-0-0-3
	Offered by different Schools of University	

BS 252	Business Ethics and Corporate Governance	3-0-0-3

Course Objective

The main objective of this course is to provide students with the basic skills concerning business ethics, governance and corporate social responsibility. Additionally, students should understand the role of ethics, corporate responsibility and sustainability in business activities and evaluate business practices in these fields.

Course Content

	Introduction: Business Ethics, Business Values, Inner Consciousness, Ethical Theories **Indian Management Ethos** : Basic Principles of Indian Ethos for Management, Ethics in work life according to Bhagvad-Gita, Detached Involvement (Nishkam-Karma) and Attached Involvement (Sakam-Karma),Kautilya and Management. Relevance of Gandhian thought for the contemporary managers, Ethics and Corporate Excellence.	[12]
	Corporate Social Responsibility: CSR in India, Social Responsibility of Business, Social Responsibility of Business towards different groups, Promoting Value-based Governance in organizations.	[10]
	Corporate Governance: Introduction, Evolution of Corporate Governance and development in India, Shareholder Rights, Overview of Corporate Governance Forums, Corporate Governance and other stakeholders, Whistle- Blower Policies, Ombudsman.	[08]
	Sustainability: Meaning, Scope, Sustainability Terminologies and Meanings, Corporate Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.	[09]

Text Books

1.	Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.	
2.	Balasubramanian, N., "*Corporate Governance and Stewardship*", Tata McGrawHill, New Delhi	

References:

1.	Mallin, Christine A., *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.	
2.	S.A. Sherlekar, *Ethics in Management*, Himalaya Publishing House, 2009	
3.	Beeslory, Michel and Evens, *Corporate Social Responsibility*, Taylor and Francis,	
4.	Bob Tricker, *Corporate governance- Principles, policies and practices*, Oxford University Press.	
5.	W.H. Shaw, *Business Ethics*, Cengage Learning.	

Note: Latest edition of text book and references must be used.

TTT-305	Sales and Marketing In Tourism	4-0-0-4

Course Objective: Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.

Course Content

	Marketing-Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept , Societal marketing concept), Mordern marketing concepts (Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing , Tele marketing , Relationship marketing, Buzz marketing)	[12]
	Analysis and selection of market-Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).	[9]
	Marketing Mix Elements-7 P's of marketing –Product (Levels, Classification, Branding, Packaging, PLC), Place (Distribution channels Definition, Why use intermediaries? How they add value? Channel functions, Marketing intermediaries in hospitality industry) Price (Definition, Marketing strategies , Initiating price change), Promotion (Definition , Functions, Promotion mix – Advertising , Sales Promotion , Personal Selling , Public Relations), People , Processes , Physical Evidence.	[12]
	Sales Management-Definition, sales person's role, prospect management, Buying process, AIDA's theory of selling, personal selling process, closing strategies, function of sales management.	[9]
	Public relations -Definition / Meaning, Need for public relations, The concept of public – internal / external publics, Comparison between advertising, promotion, publicity and PR, PR tools – media / non-media, PR Campaign, PR in Tourism	[10]

Text Books

1.	Dasgupta, Devashish Tourism Marketing. New Delhi: Pearson Education. (L)	
2.	Chowdhary, Nimit and Prakash, Monika . A Textbook of Marketing of Services. New Delhi: Macmillan India Limited. (L)	

References:

1.	Kotler, Philip, Bowen, John and Makens James. Marketing for Hospitality and Tourism. New Delhi: Prentice Hall/ Pearson Education. (L)	
2.	Philip Kotler et. Al – Marketing for Hospitality and Tourism, Prentice Hall, 2003	
3.	Middleton, Victor Marketing in Travel and Tourism, 3/e. New Delhi: Butterworth-Heinemann. (L)	

Note: Latest edition of text book and references must be used.

TTT-315	Tourist Behavior	3-0-0-3

Course Objective: This course is designed to help students understand tourist behavior, factors affecting tourist behavior, destination image formation, travel decision model, evaluation of alternatives and tourist behavior modeling.

Course Content

	Introduction to Tourist Behavior- Concepts of tourist behavior	[7]
	Factors Affecting Tourist Behavior-Cultural factors, Personality & Self-concept, Perceived risks, Tourist self-image, Information & Tourist sources of communication, Motivation, Attitude and Intention	[7]
	Destination Image Formation-Mental image, Mental categorization and Destination awareness.	[6]
	Travel Decision Model-Structural modeling, Decision Rule, Decision-making, Process modeling.	[7]
	Evaluation of Alternatives-Perceived quality & Perceived value.	[6]
	Tourist behavior modeling- Pre-decision making, Post-visit evaluation, Future decision-making.	[6]

Text Books

1.	Prasad, L.M. Organizational Behaviour. New Delhi: Sultan Chand & Sons.	
2.	Stephen P., Robbins. Organizational Behaviour. New Delhi: Prentice Hall of India Pvt. Ltd	
3.	Koontz Harold and Weihrich Heinz. Essentials of management: An International & Leadership Perspective. New Delhi: Tata McGraw-Hill Education.9th edition.	
4.	Dubrin, Andrew J.Essentials of Management.Thomson Southwestern, 9th edition.	

References:

1.	Certo Samuel C. and CertoTervis.. Modern management: Concepts and Skills. New Delhi: Pearson Education.12th edition.	
2.	Robbins Stephen P, De Cenzo David A.and Coulter Mary. Fundamentals of Management. New Delhi: Prentice Hall of India.	
3.	Weihrich Heinz, Cannice Mark V and Koontz Harold. Management- A global entrepreneurial perspective. New Delhi:Tata McGraw Hill.	

Note: Latest edition of text book and references must be used.

TTT-325	Destination Marketing & Management	3-0-0-3

Course Objective: This paper presents the core competency of Indian Tourism to the students to be familiar with the places of cultural tourism interest. The objective is to help students understand the significance of tourism resources of India.

Course Content

	Introduction to Destination marketing, Environment of Destination, Destination marketing plan, Consumer buying Behavior	[8]
	Case Studies: Golden Triangle, Pilgrimage Tourism, Cultural Tourism	[7]
	Adventure Tourism, Incentive Travel, Health Tourism	[7]
	Wildlife Tourism, Educational Tourism, Agro-Tourism/Rural Tourism, Beach Tourism, Golf Tourism	[9]
	Destination Product, Destination Pricing, Distribution Channel, Promotion.	[8]

Text Books

1.	Sen,SailendraNath . Textbook of Indian History and Culture. Macmillan, New Delhi.	
2.	Basham.A.L. The Wonder That Was India.Rupa and Co., New Delhi	

References:

1.	Jacob, R.. Indian Tourism Products. Abhijeet publications.	
2.	Sahai, S. Indian Architecture: Hindu Buddhist and Jain. Prakash Books.	
3.	Gupta, S.P. Cultural Tourism in India. Indraprastha Museum of Art andArchaeology, New Delhi.	

Note: Latest edition of text book and references must be used.

TTT-335	International Tourism	4-0-0-4

Course Objective: This paper aims at providing an overview of global tourism trends along with major places of tourist importance in different continents.

Course Content

	Global Tourism: Past, Present and Future Trends, Critical issues Of World Tourism, Understand the supply and demand of Tourist Travel, Reasons for Tourism Flow patterns, Outline the evolution of International Travel and transport developments that have affected tourism, Tourist Arrivals, Receipts & GDP of First Ten Leading Countries , India's Position in Global Tourism, Factors Contributing to Growth of Global Tourism, Global Tourism by 2020, Diversification of Emerging Tourism Products, New Competitive Global Emerging Tourism Destinations, Changing Dimensions of Tourism Products.	[12]
	The Role of the State in Tourism-National Tourism Organization, Department of Tourism, India,ITDC, DGCA, AAI, FHRAI.	[10]
	Travel Industry Fairs-Participation Advantages- ITB, WTM, PATA Travel Mart, ICCA.	[10]
	International Tourism Organizations-Need & Significance For Organizations- UFTAA, WATA, ASTA, WTO, PATA & PATA Chapters, IATA, ICAO, IHA.	[10]
	Tourism Destinations of Asia, Africa, Europe, North America & South America	[10]

Text Books

1.	Swain, S.K. & Mishra, J.M.. Tourism: Principles & Practices, Oxford University Press, New Delhi.	
2.	Bhatia A.K., International Tourism Management, Sterling Publishers, New Delhi.	

References:

1.	Reisinger Y, International Tourism – Cultures and Behaviour, Butterworth-Heinemann, Oxford, UK.	
2.	William F. Theobald, W.F. Global Tourism, Elsevier Science, London.	
3.	Cochrane, J. Asian Tourism Growth and Change, Elsevier, London.	

Note: Latest edition of text book and references must be used.

TTT-345	Conferences & Event Management	4-0-0-4

Course Objective: The purpose of this course is to acquire an in-depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

Course Content

	Introduction to MICE-Components of MICE; evolution of meetings; incentives, convention and expositions.	[12]
	Conference Market-The nature of conference markets; the demand for conference facilities; role of travel agencies in the management of conferences.	[9]
	Meeting- Meeting planner/convention manager; organizing and planning meetings; major attributes of meeting planners; types of meeting planners; types of shows.	[10]
	IT Impact- Advancement of science and technology on conference business; trade shows; exhibitions; incentives.	[9]
	Impact of Events -The impact of conventions on local and national communities. emerging dimensions of convention business in India. ICBP.	[12]

Text Books

1.	Fenich, G.G. Meetings, Expositions, Events and Conventions- An Introduction to the Industry. New Delhi: Pearson/Prentice Hall.	

References:

1.	Montgomery, R.J. and Strick, S.K. Meetings Conventions and Expositions- An Introduction to the Industry. New York: Van Nostrand Reinhold.	
2.	Weirich, M.L. Meetings and Conventions Management. New York: Delmar Publishers Inc.	

Note: Latest edition of text book and references must be used.

SCHOOL OF MANAGEMENT STUDIES

...A Premier Women B-School with Indian Ethos and Values

Syllabus

Bachelor of Business Administration
(w.e.f. 2018)

MODY UNIVERSITY OF SCIENCE &TECHNOLOGY

(ISO 14001:2004 certified)

(State University under section 2/f of the U.G.C. Act 1956)

Lakshmangarh – 332 311, Distt. – Sikar (Rajasthan)

Website: www.modyuniversity.ac.in

Programme: Bachelor of Business Administration (B. B. A.)

Programme Level: Undergraduate **Duration:** Three Years (Six Semesters)

Curriculum Structure (2018-19 onwards)
First Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Autumn Semester	EL 101	Foundation Course in English	2	-	-	2	3	25	25	50
	BM 121	Principles of Management	3	-	-	3	3	25	25	50
	FA 141	Financial Accounting	3	-	-	3	3	25	25	50
	EM 121	Microeconomics	3	-	-	3	3	25	25	50
	FA 111	Business Statistics	3	-	-	3	3	25	25	50
	CA 111	Fundamentals of Computers and Information Technology	3	-	-	3	3	25	25	50
	CA 141	Application Software Laboratory	-	-	4	2	4	25	25	50
	MDC 003	Environmental Science	3	1	-	4	3	25	25	50
		Sub Total	**20**	**1**	**4**	**23**				
	GE 103	Proficiency (Non-Credit) #	-	-	-	1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Spring Semester	BM 162	Business Communication	3	-	-	3	3	25	25	50
	BM 132	Organisation Behaviour	3	-	-	3	3	25	25	50
	BM 152	Entrepreneurship Development	3	-	-	3	3	25	25	50
	EM 122	Macroeconomics	3	-	-	3	3	25	25	50
	FA 162	Cost Accounting for Managers	3	1	-	4	3	25	25	50
	CA 192	Database Management System	3	-	-	3	3	25	25	50
			18	**-**	**-**	**19**				
	GE 104	Proficiency (Non-Credit) #	-	-	-	1				

Curriculum Structure (2018-19 onwards)
Second Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Autumn Semester	BM 231	Marketing Management-I	3	-	-	3	3	25	25	50
	BM 241	Human Resource Management-I	3	-	-	3	3	25	25	50
	BM 251	Business Regulatory Framework-I	3	-	-	3	3	25	25	50
	FA 241	Financial Management-I	3	-	-	3	3	25	25	50
	BM 261	Management Information System and Knowledge Management	3	-	-	3	3	25	25	50
	FA 211	Corporate Accounting	3	-	-	3	3	25	25	50
		Foreign Language-I ‡	3	-	-	3	3	25	25	50
		Sub Total	**21**	-	-	**21**				
	GE 203	Proficiency (Non-Credit) #	-	-	-	1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Spring Semester	BM 232	Marketing Management-II	3	-	-	3	3	25	25	50
	BM 242	Human Resource Management-II	3	-	-	3	3	25	25	50
	BM 292	Business Regulatory Framework-II	3	-	-	3	3	25	25	50
	FA 242	Financial Management-II	3	-	-	3	3	25	25	50
	BM 262	Electronic Commerce	3	-	-	3	3	25	25	50
	FA 214	Basic of Taxation Laws	3	-	-	3	3	25	25	50
		Foreign Language-II ‡	3	-	-	3	3	25	25	50
		Sub Total	**21**	-	-	**21**				
	GE 204	Proficiency (Non-Credit) #	-	-	-	1				

‡ *Refer to the Foreign Languages section*
Note: *Each student shall undergo Internship of Six weeks during the break after Spring Semester of Second year in an approved organization.*

Curriculum Structure (2018-19 onwards)
Third Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Autumn Semester	BM 331	International Business	3	-	-	3	3	25	25	50
	FA 361	Quantitative Analysis for Managerial Applications-I	3	-	-	3	3	25	25	50
	BM 381	Strategic Management	3	-	-	3	3	25	25	50
	BM 371	Retail Management	3	-	-	3	3	25	25	50
	BM 361	Introduction to Production and Operations Management	3	-	-	3	3	25	25	50
	FA 371	Business Mathematics	3	-	-	3	3	25	25	50
	BB 302	Internship**	-	-	-	6	-	100		
		Sub Total	**18**	**-**	**-**	**24**				
	GE 303	Proficiency (Non-Credit) #	-	-	-	1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Spring Semester	BM 332	Business Environment	3	-	-	3	3	25	25	50
	FA 362	Quantitative Analysis for Managerial Applications-II	3	-	-	3	3	25	25	50
	BM 314	Services Marketing	3	-	-	3	3	25	25	50
	BM 392	Rural Marketing	3	-	-	3	3	25	25	50
	BM 324	Business Ethics and Values	3	-	-	3	3	25	25	50
	EM 292	Indian Financial System	3	-	-	3	3	25	25	50
		Sub Total	**18**	**-**	**-**	**18**				
	GE 306	Proficiency (Non-Credit) #	-	-	-	1				
		Total Credits				**126**				

 # Evaluation of Proficiency will be based on the participation in co- curricular / extra-curricular activities.
**Course Work (CW) would include regularity, evaluation of assignments, surprise tests, etc.*
***Evaluation of Internship would comprise of Project Report and Viva-voce.*

COURSE DESCRIPTION & SUGGESTED READINGS
B. B. A.
First Year (Autumn Semester)

EL 101 Foundation Course in English 2-0-0-2

Sentence Structure: Elements of a sentence (Subject, Verb, Object, Complement and adjunct). [4]

Transformation of Sentence Structure: Degrees of adjectives, Active and Passive Voice (statement, negative, interrogative and imperative), Direct and indirect narration (statement, negative, interrogative and imperative). [4]

Correct Usage of Language: Tenses (Present, Past and Future), Modals (can, could, will, would, shall, should, may, might, must, ought to, need) Phrasal verbs, Determiners (a, an, the, little, a little, few, a few, much, more, most). [6]

Writing Skills: Theme (Paragraph) writing, Letter (formal, informal, business letters) and application writing, report writing, résumé writing. [4]

Common Errors in Effective Communication: How to avoid common sentence–structural errors, vocabulary and pronunciation. [4]

Reading Comprehension: Efficient reading and note taking. [4]

Text Book:

1. Leech Geoffery: English Grammar for today, Longman, Delhi

References:

1. Hornby A.S.: A Guide to patterns and usage, Oxford University Press, Delhi
2. Murphy and Reynold: Essentials of English grammar, Cambridge University Press.
3. Wren & Martin: English Grammar & Composition, S.Chand & Co, Delhi
4. Quirk & Greenbaum: University English Grammar, Longman Publications
5. Sharma, R.C. & Krishna Mohan: Business Correspondence & Report writing; Tata McGraw Hill, New Delhi

BM 121 Principles of Management 3-0-0-3

Introduction: Concept, Nature, Process and Significance of Management, Coordination as essence of Management, Development of Management Thought- Classical, Neo-Classical, Behavioural, Systems and Contingency Approaches. [6]

Planning: Nature, Scope and Objectives of Planning, Types of Plans, Planning Process, Management By Objectives (MBO), Decision Making-Concept, Types, Process and Techniques. [7]

Organizing: Concept, Nature, Process and Significance, Span of Control, Departmentation, and Types of an Organization, Authority-Responsibility, Delegation and Decentralization, Formal and Informal Organization. [7]

Staffing: Concept, Nature and Importance of Staffing. [4]

Motivation and Leading: Nature and Importance of Motivation, Types of Motivation, Theories of Motivation-Maslow, Herzberg, X, Y and Z. Leadership Styles-Likert's System of Management, Tannenbaum and Schmidt Model and Managerial Grid. [9]

Controlling: Concept and Process of Controlling, Types of Control, Control Techniques, and Effective Control Systems. [6]

Text Book:

1. Mathew, M.J.; Management, Sheel Sons, Jaipur.

References:

1. Gupta, C.B.; Principles and Practice of Management, Mayoor Paperbacks, Jaipur
2. Harold, Koontz and Weihrich; Essentials of Management TMH, New Delhi
3. Scott, Thomas; Management Competing in the New Era, Tata McGraw Hill, New Delhi
4. Prasad, L.M.; Principles and Practices of Management, Sultan Chand and Sons, New Delhi

FA 141 Financial Accounting 3-0-0-3

Depreciation, Provisions and Reserves: Concept, Causes of Depreciation, Depreciation Accounting, Methods of recording Depreciation, Methods of providing Depreciation, Depreciation of different assets, Depreciation of Replacement Cost, Depreciation Policy as per Accounting Standard 4, Provisions and Reserves [6]

Final Accounts- Preparation of final accounts from Trial balance- Adjustment entries – Preparation of final accounts with adjustments [10]

Sectional and Self-balancing System: Introduction, advantages and disadvantages, scheme of entries (including effect and rectification of errors), transfer from one ledger to another, contra balances in ledger, self balancing ledgers vs. sectional balancing ledgers [7]

Insurance Claims: Claims on account of loss of stock, loss of profit or consequential loss, loss of fixed assets, application of average clause, self-insurance and co-insurance, Entries in books of accounts, Workmen compensation insurance [7]

Consignment Accounts: Important terms, Accounting records, Books of Consigner and consignee, Valuation of unsold stock, Conversion of consignment into branch, loss of goods—normal and abnormal [4]

Joint Venture Accounts: Meaning of Joint Venture, Accounting records, Difference between Joint Venture and Partnership, Joint Venture vs. Consignment [5]

Text Book:

1. Jain, Khandelwal, Pareek: Financial Accounting; Ajmera Book Company, Jaipur.

References:

1. Anthony, R.N. and Reece, J.S.: Accounting Principles; Richard Irvin Inc.
2. Gupta, R.L. and Radhaswamy, M: Advanced Accountancy; Sultan Chand and Sons, New Delhi
3. Monga, J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Backs, Noida
4. Shukla M.C., Grewal T.S., and Gupta S.C.: Advanced accounts, S.Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi
6. Maheshwari, S.N.: Advanced Accounting, Vikas Publishing House, Delhi
7. Tulsian, P.C.: Financial Accounting; Pearson Education, Delhi

EM 121 Microeconomics 3-0-0-3

Introduction: Meaning, nature and scope. Basic concepts of Economics—Equilibrium, Utility, Opportunity cost, Marginal and Incremental principles. [5]

Theory of Demand: Demand for a Product, Individual demand, Market demand, determinants of demand, Elasticity of demand and its determinants, Importance of elasticity of demand. [9]

Theory of Consumer Behaviour: Utility analysis, Indifference curve analysis. [7]

Theory of Production and Costs: Law of variable proportions, iso-quants, economic region and optimum factor combination, expansion path, returns to scale, internal and external economies, Ridge lines, Theory of cost in short run and long run, Revenue function. [9]

Theory of Firm and Market Organization: Pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly, kinked demand curve, and price leadership. [9]

Text Book:

1. Dwivedi D.N.: Pinciples of Economics, Vikas Publishing House, New Delhi.

References:

1. Koutsoyiannis A.: Modern Micro-economics, Macmillan New Delhi
2. Richard G. Lipsey: An introduction to positive Economics, ELBS, Oxford.
3. G. Stigler: The Theory of price; Prentice Hall Of India, New Delhi
4. Neils & Parker: The Essence of Business Economics, Prentice Hall Of India, New Delhi
5. Ferguson P.R.and Rothschild R. and Ferguson G. J.: Business Economics, Macmillan, Hampshire.
6. Ahuja H.L.: Business Economics; S.Chand & Company, New Delhi
7. Seth M.L.: Principles of Economics, Laxminarayan Agarwal, Educational Publishers, Agra
8. Jhingan M.L.: Micro Economic Theory, Vrinda Publications Pvt. Ltd., Delhi

FA 111 Business Statistics 3-0-0-3

Introduction to Statistics: Definition, scope, uses, misuses and limitations of statistics. Collection of primary and secondary data, approximation and accuracy, statistical errors. [3]

Classification and Tabulation of Data: Meaning and Characteristics, frequency distribution- simple and manifold tabulation, Graphs of Frequency Distribution and Curves, Ratio-scale graph. [4]

Measures of Central Tendency: Arithmetic Mean— simple and weighted, Partition values- Median (including Quartiles, Deciles and Percentiles), Mode, Geometric and Harmonic Means-simple and weighted. [9]

Measures of Dispersion: Absolute and Relative Measures of Dispersion— Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance. Moments, Skewness and measures, Kurtosis and measures. [7]

Analysis of Bivariate Data: Correlation-Meaning and Significance, Scatter diagram, Correlation graph, Karl Pearson's coefficient of linear correlation between two variables, Coefficient of correlation by Spearman's Rank Differences method and Concurrent Deviation method. [6]

Regression Analysis: Meaning and significance, Lines of Regression, Relationship between Correlation and Regression. [3]

Index Numbers: Meaning, types and uses, Methods of constructing Price and Quantity indices (Simple and Aggregate), Tests of Adequacy, Fisher's Ideal Index number, Chain-based index numbers, Base shifting, Splicing and Deflating, Problems in constructing index numbers, Consumer Price index. [7]

Text Book:

1. S.P.Gupta: Statistical Methods, Sultan Chand & Sons, Delhi

References:

1. Hooda, R.P.: Statistics for Business and Economics; Macmillan, New Delhi
2. Ya-Lun Chou: Statistical Analysis with Business and Economic Applications, Holt; Rinehart and Winster, New York.
3. Lewin and Rubin: Statistics for Management; Prentice-Hall of India, New Delhi.
4. Sancheti D.C. and Kapoor V.K.: Statistics (Theory, Methods & Application); Sultan Chand & Sons, New Delhi
5. Hoel & Jaessen: Basic Statistics for Business and Economics; John Willey and Sons, New York.
6. Sharma, Jain, Pareek: Business Statistics; Shivam Book House, Jaipur
7. Ranga, Gupta, Goyal, Bhatnagar, Soni: Business Statistics; Ajmera Book Company, Jaipur
8. Rajpurohit, Maheshwari, Sharma: Business Statistics; Ramesh Book Depot, Jaipur
9. Nagar, K.N.: Practical Problems in Statistics; Meenakshi Prakashan, Meerut

CA 111 Fundamentals of Computers and Information Technology 3-0-0-3

Computer Concepts: Definition, Block Diagram and Applications in Modern Society, History, Types and Generations. [3]

Functional Units of Computer Processing System: Hardware, CPU, Storage Devices and Media, VDU, Input/Output Devices, Data Communication Equipments, Information Concept and Processing-Data, Information, Knowledge and Wisdom. [8]

Data Representation: Representation of Data, Bits and Bytes, Number System, Binary, Octal, Hexadecimal, Conversions, Arithmetic Operations in Binary Numbers, ASCII and EBCDIC, BCD Character Sets. [6]

Software Concepts: Types of Software, Programming Language, Machine Language, Assembly Language, High Level Language, Generations of Language, Assembler, Interpreter, Compiler. [6]

Operating System: Functions, System Call, Interrupts, Concept of Resource Manager, Batch Processing, Multiprogramming, Multiprocessing, Time Sharing and Real Time System, MS-DOS, MS-Windows. [10]

Data Communication: The Basic Communication System, Data Transmission Modes-Simplex, Half Duplex, Full Duplex, LAN, MAN, WAN, Network Topologies. [6]

Text Book:

1. P.K. Sinha, " Fundamentals of Computers", BPB Publication, New Delhi

References

1. Peter Norton's, "Introduction to Computers", TMH, New Delhi
2. R. K Taxali, "PC Software for Windows", TMH, New Delhi
3. Coutrer, "Mastering Office 2000", BPB Publication, New Delhi
4. V.Rajaraman, "Introduction to Computer", PHI, New Delhi

CA 141 Application Software Laboratory 0-0-4-2

Assignments are based on the course CA 111 Fundamentals of Computers and Information Technology.

MDC003 **Environmental Studies** **3-1-0-4**

Course Objective

Environmental studies is one of the most important topics in the context of present civilization as the present status of environment is precarious and if proper and timely precautionary measures are not taken it has the potential to destroy many of the natural process that not only allows life to survive but also thrive. The objective of the course is to provide the student with an understanding of environmental issues.

Course Content

Environmental Science: Definition, scope and importance, Multidisciplinary nature. [02]

Ecology and Life Sustaining Process: Origin, evolution and diversification of life; natural selection; levels of selection. Ecosystem structure, functions; nutrient cycles; biomes; habitat ecology; primary and secondary productivity; Population ecology; metapopulation dynamics; growth rates; density growth; niche concept; Species interactions:. Biodiversity and bio conservation; genetic drift; biogeography and evolutionary ecology (Indian context only); gene-environment interaction; Endangered and endemic species of India. [06]

Present civilization and its engine: Empowerment through Science and Technology: Its power and its consequences. The strongest contemporary ideas of science and their consequences on society. Industrial Civilization and its engine. Economics and its limitations: meta economics Psychology: The Anatomy of Greed, Envy and Vanity (Freud's Psychoanalytic perspective, Hans Selye Stress Model; Self-regulation techniques) Unsustainable development. Traditional methods of protecting nature.

Suggested Case studies:

i) Cultural Basics of our Environmental Crisis:

ii) Ecofeminism [06]

Natural Resources (Renewable and Non-renewable Resources): Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over-utilization of surface and Ground Water, Mineral resources – Use and exploitation, Role of an individual in conservation of natural resources.

Suggested Case Studies:

i) What has posterity ever done for me?

ii) Energy policy and further future: The identity problem [05]

The story of Commons: Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, water logging, salinity, Drought, Earthquakes, Cyclones and Landslides. [06]

Suggested Case Studies:

i) The tragedy of commons:
ii) We all live in Bhopal
iii) The Silent Spring;

Social Issues and the Environment: Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear accidents and holocaust, Environmental Protection Laws in India. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. Role of Information Technology in environment and human health.

Suggested Case Studies:

i) Earth the Crowded Planet
ii) Famine Affluence and morality
iii) The world food supply [06]

Protection and Prevention of Environment with Special intervention:

Environment Protection and the Law:
Constitution Provisions Relating to Environment, Constitutional provisions about states powers concerning acquisition, regulation and distribution of natural resources (water, forests, mines, oil).

Primary Protective Laws:
Environment Protection Act, 1986, Water (Prevention and Control) Act, 1974, Air (Prevention and Control) Act, 1981, Forest Act, 1927, Forest Conservation Act, 1980, Biodiversity Act, 2002, National Environment Tribunal Act, 1995, National Environment Appellate Act 1997, the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, National Green Tribunal Act, 2010.

Secondary Laws:

Noise pollution regulations: Environment Impact Assessment (EIA), rules relating to waste management (Solid wastes, hazardous wastes, bio-medical wastes, The Costal Regulation Zone Notification). Role of information technology in environment and human health, Greenhouse, its effect, remedies and international declaration related to it. [06]

Sustainable Development (Objective and Application):
Introduction: Dysfunctional civilization, Vision of sustainable world, Satyagraha for Conservation, Buddhist Attitude towards nature , Buddhists Economics

Case studies

a. **Management Sciences**: Carbon Credits and Trading , green marketing and cause related marketing [11]

b. **Science and Engineering Issues**: Organic farming, Renewable energy.
c. **Built Environments**: Sustainable site planning, management of waste and its reduction, Low energy building materials and its implications, embodied energy, different case studies
d. **Sustainable fashion**: Online study of eco-fashion brands; how India can lead?
e. **Judicial activism**

Field Trip & Report writing: (Any one of the following)

i) Visit to renewable energy site
ii) Visit to biodiversity park
iii) Workshop on sustainable fashion
iv) Shekhawati and its environment
v) Morarka Foundation (organic farms) Nawalgarh/ Piplantri village Rajsamand district

[04]

Text Books

1. Environmental Science: A Global Concern, Cunningham William P. Saigo B Woodworth, McGraw-Hill Higher Education; Sixth Edition (2001)
2. Odum E. P. Barret G.W Fundamental of Ecology, 5 th Edition Cengage Learning, (2004)

References:

1. Environmental Law, S.C Shastri,5th Ed EBC Explorer, India, (2015)
2. Introduction to Psychology, C.T Morgan, R.A King, J.R. Weisz, J. R., & J. Schopler, International Student edition, Tata McGraw Hill, New Delhi (1986)
3. Small is Beautiful: Economics as if People Mattered E.F.Schumacher, Blond and Briggs, London (1973)
4. Heywood V.H. & Watson R.T. 1995. Global biodiversity assessment, Camb ridge Univ. Press
5. Our Common Future, Report on World Commission on Environment and Development United Nations Document(1987)
6. Al Gore, Dysfunctional Civilization: The Earth in Balance, Houghton, Mifflin, (1992)
7. Lester Brown, Christofer Favin, Sandra Postel, Vision of a Sustainable World, The Worldwatch Reader, Ed Lester R. Brown New York (1991)
8. W.P. Pruden and S.H. Anderson, Environmental Sciences, Charles. E., Meredith Publication, NY, USA(1983)

Mongraphs for suggested Case Studies :

9. Cultural Basics of our Environmental Crisis: Lweis W. Moncrief, Science Vol 170,508-12 (1970)
10. Ecofeminism: Karen J Warren Environmental Ethics, Vol 12 (1990)
11. Satyagraha for Conservation : Awakening the spirit of Hinduism: O. P. Dwivedi Ethics of Environment and Development, Edited by Engel and Engel, Bellhaven Press, UK (1990)
12. Buddhist Attitude towards nature: Lily De Silva, The Buddhist

Attitude towards Nature, Ed: K.Sandell, Buddhist Publication Society, Sri Lanka (1987)

13. What has posterity ever done for me?: Robert Heilbroner, Times Magazine, New York (1975)
14. Energy policy and further future: The identity problem: Derek Parfit, Energy and the future , Eds MacLean and Brown, (1983)
15. The tragedy of commons: Grrettn Hardin, Science, 162 (1968)
16. We all live in Bhopal: George Bradford , Questing Technology, Freedom Press, US (1988)
17. The Silent Spring: Rachel Carson, Houghton Mifflin Co, US (1962)
18. Earth the Crowded Planet: Tristram Coffin, The Washington Spectator, Vol 17.15 (1991)
19. Famine Affluence and Morality: Peter Singer, World Hunger and Moral Obligation Ed William Aiken, Hugh, Lafollette, (1977)
20. The world food supply: Tristram Coffin, Washington Spectator, Vol 19.2, 1993

Note: Latest edition of text book and references must be used.

First Year (Spring Semester)

BM 162 Business Communication 3-0-0-3

Introduction: Basic forms of communication, Communication models and processes, Effective communication, Theories of communication, Audience analysis	[5]
Corporate Communication: Formal and Informal Communication networks, Grapevine, Miscommunication (Barriers), Improving Communication, Practices in Business Communication and Group discussions	[6]
Report Writing: Introduction to a proposal, Elements of a Report, Short report and formal report, Report Preparation and Presentation	[3]
Oral Presentation: Principles of oral presentations, Factors affecting presentation, Sales presentation, Training presentation, Conducting surveys, Speeches to motivate, Effective presentation skills and , Individual and group presentations	[8]
Non-Verbal Aspects of Communication: Body language, Kinesics, Proxemics, Para language	[3]
Effective Listening: Principles of effective listening, Factors affecting listening exercises, Oral, Written, Video sessions and Seminars	[7]
Interviewing Skills: Appearing in interviews, Conducting interviews, Writing resume and Letter of Application, Mock interviews	[5]

Text Book:

1. Kaul, Business Communication, Prentice Hall, New Delhi.

References :

1. Gupta, C.B., Business Communication, Sulthan Chand & Sons, New Delhi.
2. Rajendra Pal and Korlhalli J.S., Essentials of Business Communication , Sultan Chand & Sons, New Delhi.
3. Nirmal Singh, Business Communication Principles, Methods and Techniques - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Sharma, R.C., and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, New Delhi.

Modern Forms of Communication: Fax, E-mail, Video-conferencing and their uses in business	[2]

BM 132 Organisation Behaviour 3-0-0-3

Introduction: Concept, Significance, Skills and Roles of OB in an organization, Disciplines contributing to OB. [4]

Individual and Group Dimensions: Personality, Perception, Motivation – Maslow's Theory, ERG Theory, Herzberg's Two Factor Theory, McClelland's Need Theory, Vroom's Expectancy Theory. [9]

Interpersonal and Group Dynamics: Johari window, Transactional Analysis, Concept of Group, Types of Group, Formal and Informal Group, Group Norms, Group cohesiveness, Stress Management. [9]

Leadership: Trait Theory, Situational Theory, Managerial Grid, Hersey Blenchard Theory, Fiedler's Contingency Theory. [6]

Managing Conflict: Concept, Reasons for Conflict. Intra-individual, Inter-personal and Group Conflicts. [5]

Managing Change: Factors of Organisational Change, Resistance to Change, Change Agents. [6]

Text Book:

1. Prasad, L.M. :Organisation Behavior; Sultan Chand & Sons, New Delhi.

References:

1. Stephen P.Robbins; Organisation Behavior; Prentice Hall India, New Delhi.
2. Luthans, Fred: Organisation Behavior; Tata McGraw Hill, New Delhi.
3. Khanka, S.S. :Organisation Behavior; Sultan Chand &Sons, New Delhi.
4. Moorhead Griffin; Organisation Behavior, Jaico Publishing House, Mumbai
5. Hershey, Blenchard, Johnson,: Management of Organization Behaviour, Pearson Education, New Delhi
6. Newstrom W.John and Devis Keith :Organisation Behavior, Tata McGraw Hill, New Delhi.

BM 152 **Entrepreneurship Development** **3-0-0-3**

Introduction: Entrepreneur—Definition, Types, Characteristics, Entrepreneurship—Concept, Characteristics, Process, Theories of Entrepreneurship, Entrepreneurial Motivation, Entrepreneurship vs. Intrapreneurship, Women Entrepreneurship, Role of Entrepreneurs, Rural Entrepreneurship—Role and Prospects, [8]

Project Identification and Financial Analysis: Meaning of project, project identification, formulation, feasibility analysis, financial analysis-cost and revenue estimates, techniques of financial analysis. [8]

Entrepreneurship Development: Meaning, Objectives, Issues of Entrepreneurship Development Programmes (EDP), EDP Organisations—MDI, EDII, Industrial Sickness and Role of BIFR. [8]

Incentives and Subsidies: Need, Objectives, Schemes and Advantages, Institutional Finance to Entrepreneurs—SIDBI, NABARD, KVIC. [5]

Small-scale Industries: Concept, evolution, role, problems and prospects, policies governing small-scale industries, organizational structure, ownership pattern, export potential of small-scale industries. [10]

Text Books:

1. Desai, Vasant; Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, New Delhi
2. Gupta, C B. & Shrinivasan, N.P.; Entrepreneurship Development in India, Sultan Chand & Sons, New Delhi.

References:

1. Shrivastava, S.B.; A Practical guide to Industrial Entrepreneurs, Sultan Chand & Sons, New Delhi
2. Holt, David H., Entrepreneurship-New Venture Creation, Prentice Hall of India, New Delhi.
3. Ghosh, Biswanath; Entrepreneurial Development in India National Publishing House, Jaipur
4. Dr.Arun Kaulgod; Entrepreneurial Management, Vikas Publishing, New Delhi

EM 122 Macroeconomics 3-0-0-3

Introduction: Meaning, nature and scope, Importance of macroeconomics, Limitations of macroeconomics, Difference between micro and macroeconomics. [6]

National Income Accounting: Meaning of National Income and National Product, measurement of National Income, difficulties in the measurement of National Income, National Income as a measure of welfare and economic progress. [11]

Theory of Income and Employment: Classical theory of output and employment, Say's law of markets, Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment, Keynes' criticism of Say's law and classical theory of income and employment, Theory of multiplier. [14]

Business Cycles: Phases of business cycles, features of business cycles, theories of business cycles. [8]

Text Book:

1. Dwivedi D.N.: Pinciples of Economics, Vikas Publishing House, New Delhi.

References:

1. Jhingan, M.L.; Macro economic theory, HPH; Mumbai
2. Ahuja, H.L.; Macroeconomics; S.Chand &Co, New Delhi.
3. Seth, M.L.: Macroeconomics, Laxmi Narayan Agarwal Educational, Agra.
4. Vaish, M.C.: Macro Economic Theory, Vikas Publishing House, New Delhi.
5. Sethi, T.T: Monetary Economics, S.Chand & Company Ltd., New Delhi.

FA 162 Cost Accounting for Managers 3-1-0-4

Introduction to Cost Accounting: Meaning, Definition, Scope and uses of cost accounting, Difference between cost accounting and financial accounting, Cost concepts and classification of costs [5]

Accounting for Material: Material control—Concept and techniques, Pricing of material issues, Treatment of material losses. [6]

Accounting for Labour: Labour cost control procedures, Labour turnover, Idle time and overtime, Methods of wage payment—time and piece rates, Incentive schemes. [6]

Accounting for Overheads: Classification and departmentalization, Absorption of overheads, Determination of overhead rates, Under and over absorption, and its treatment. [7]

Methods of Cost Ascertainment:

a. Unit costing [3]

b. Job, Batch and Contract costing [8]

c. Operating costing [5]

d. Process Costing: Excluding interpersonal profit and equivalent production [6]

Budgeting Control: Introduction, Importance of Budgeting techniques, Types of Budgets [6]

Text Book:

1. Arora, M.N., Cost Accounting-Principles and Practice, Vikas Publishing Housing, New Delhi

References:

1. Jain, S.P., and Narang K.L., Cost Accounting, Kalyani, New Delhi.
2. Anthony Robert, Reece, et al, Principles of Management accounting, Richard D. Irwin Inc Illinois
3. Horngren, Charles, Foster and Datar, Cost Accounting-A Managerial Emphasis, Prentice-Hall of India, New Delhi.
4. Khan, M.Y., and Jain P.K., Management Accounting, Tata McGraw Hill.
5. Kaplan, R.S., and Atkinson A.A., Advanced Management Accounting, Prentice India International.
6. Tulsian, P.C., Practical Costing, Vikas Publishing House, New Delhi.
7. Maheshwari, S.N., Advanced problems and Solutions in Cost Accounting, Sultan Chand & Sons, New Delhi.
8. Jain, Khandelwal, Pareek, Cost Accounting, Ajmera Book Company, Jaipur
9. Oswal, Rajpurohit, Maheshwari, Modi, Cost Accounting, Ramesh Book Depot, Jaipur.
10. Bhattacharya, Principles & Practice of Cost Accounting, Prentice Hall of India, Delhi
11. Dutta, Cost Accounting: Principles & Practice, Pearson Education, Delhi
12.

CA 192 Database Management System 3-0-0-3

Introduction: Database and Database users, Characteristics of Database, Database systems, Data models, schemes and instances, DBMS architecture and data independence, Functions of DBA. [9]

File Organization Techniques: Types of files—Sequential files, Random files and Indexed Sequential files, Normalizations. [6]

Relational Model Concepts: DML, DDL, DCL, Query in RDBMS, Relational constraint, relational algebra, Introduction to SQL, database design. [9]

Data Normalization: Functional Dependencies, normal form based on primary key (1NF, 2NF, 3NF and BCNF), Security—Data base security, recovery, and authorization. [10]

Advanced Concepts: Distributed database and Client server architecture, Data warehousing and Data mining, emerging database technologies and Applications. [5]

Text Book:

1. R Elmarsi & S B Navathe, "Fundamentals of Database Systems", Addison Wesley, New Delhi

References:

1. A Silberschatz, H Korth, S Sudershan, "Data Base Concepts", TMH, New Delhi
2. Bipin Desai, "An Introduction to Database Systems", Galgotia Publications, New Delhi
3. A K. Majumdar, P Battacharya, "Database Management System", TMH, New Delhi
4. Jim Melton, A Simon, "Understanding The New SQL- A Complete Guide", Morgon Kaufmann Publishers, New Delhi

Second Year (Autumn Semester)

BM 231 Marketing Management-I 3-0-0-3

Introduction: Nature and Scope of Marketing, Importance of Marketing, The Marketing Concept, Selling vs. Marketing, Marketing Mix. [7]

Marketing Environment: Micro-Environment, Macro-Environment—Demographic, Economic, Natural, Technological, Politico-Legal and Socio-Cultural Environments, Indian Marketing Environment. [7]

Buyer Behaviour and Market Segmentation: Factors influencing Buyer Behaviour, Buying Decision Process, Profile and Features of Indian Consumers, Market Segmentation- Meaning, Levels, Bases of Segmentation. [9]

Managing the Product: Product Planning, Product Mix, Deciding Product Policy, Product Line Decisions, Product Differentiation, Brand Equity, Packaging, Labelling, Concept of Product Life Cycle, New Product Development Process. [9]

Pricing: Pricing Objectives, Factors influencing Pricing, Types of Pricing, Pricing Procedure. [7]

Text Book:

1. Chhabra, T.N & Grover, S.K; Marketing Management, Dhanpat Rai & Co., New Delhi.

References:

1. Kotler, Philip & Keller; Marketing Management, Pearson Education, New Delhi.
2. Ramaswamy & Namakumari; Marketing Management, Mc Millan, New Delhi.
3. Shrivastava, P.K; Marketing Management, Shiva Publishers Distributor, Udaipur.
4. Marketing Management, AMK-1, (IGNOU), New Delhi.

BM 241 Human Resource Management-I 3-0-0-3

Introduction: Concept, Scope, Objectives and Environment of HRM, Personnel Management vs. HRM. [7]

Acquisition of Human Resource: Human Resource Planning, Job Analysis, Job Design, Recruitment Sources, Methods, Selection Process—Tests, Interviews. [9]

Training and Development: Need, Objectives, Methods of Training, Evaluation and Development Programmes. [8]

Performance Appraisal: Concept, Objectives, Techniques of Performance Appraisal and Limitations. [8]

Compensation and Benefits: Job Evaluation- Concept, Process, Significance, Components of Employee Compensation—Financial and non-financial. [7]

Text Book:

1. Rao, V.S.P.; Human Resource Management, Excel Books, New Delh

References:

1. Aswathappa; Human Resource Management, Tata McGraw Hill, New Delhi.
2. Rao, Subba P.; Human Resource Management and Industrial Relations, Himalaya Publishing House, New Delhi.
3. Mamoria, C. B. and Gankar, S. V.; Personnel Management, Himalaya Publishing House, New Delhi.
4. Dessler, Gary; Human Resource Management, Pearson Education, New Delhi.

BM 251 Business Regulatory Framework-I 3-0-0-3

The Indian Contract Act, 1872: Nature of contract, classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration, Legality of object, Agreements expressly declared void, Performance of contract, Discharge of contract, Remedies for breach of contract. [18]

Sale of Goods Act, 1930: Goods and their classification, Price, Conditions and Warranties, Transfer of Property, Rights of an Unpaid seller. [8]

Indian Partnership Act, 1932: Definition and nature of Partnership, Rights and Duties of a Partner, Dissolution of a Partnership. [6]

The Consumer Protection Act, 1986: Objectives and Scope of the Act, Definition of Consumer, Consumer Protection Council, Consumer Disputes Grievance Redressal Machinery—District Forum, State and National Commission. [7]

Text Book:

1. Kapoor, N.D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.

References:

1. Kuchhal, M.C.; Business Law, Vikas Publishing House, New Delhi.
2. Mathew, M.J.; Principles and Practices of Commercial Law, RBSA Publisher, Jaipur.
3. Tulsian, P.C.; Business Law, Tata Mc Graw-Hill Publishing Company Ltd, New Delhi.
4. Singh, Avtar: Mercantile Law, Eastern Book Co., Lucknow.

FA 241 Financial Management-I 3-0-0-3

Financial Management: Meaning, Concept and objectives, Scope and functions, understanding markets and changing Environment of Business, Finance and other discipline. [4]

Financial Decisions: Long-term financing, Short-term Financing, Term Financing, Venture capital. [3]

Capital Structure: Theories—Net Income, Net Operating Income, Modigliani-Miller Approach and Traditional Approach, Determinants of Capital Structure. [10]

Financial Analysis through Leverages: Operating and financial leverages, their measure, Effects on profit, analyzing alternate financial plans, combined financial and operating leverages, Indifference point. [4]

Analysis of Financial Statements: Techniques of Financial Analysis, Ratio analysis, Funds-Flow Analysis, Cash Flow Analysis. [12]

Management of Working Capital: Nature and Significance of working capital, Operating cycle and factors determining Working Capital requirements, Estimation of Working Capital. [6]

Text Book:

1. Agarwal, M.R.: Financial Management; Garima Publication, Jaipur

References:

1. Van Horne J.C.: Financial Management And Policy; Prentice Hall of India, New Delhi.
2. Van Horne J.C.: Fundamentals Of Financial Management; Prentice Hall of India, New Delhi.
3. Khan M.Y. and Jain P.K.: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi
4. Prasanna Chandra: Financial Management: Theory and Practices; Tata McGraw Hill, New Delhi
5. Pandey I.M.: Financial Management; Vikas Publishing House, New Delhi.
6. Brigham E.F., Gapenski L.C. and Ehrhardt M.C.: Financial Management: Theory and Practices; Harcourt College Publishers, Singapore.
7. Bhalla V.K.: Modern Working Capital Management; Anmol Publication New Delhi.
8. Agarwal & Agarwal: Financial Management; Ramesh Book Depot, Jaipur

BM 261 Management Information System and Knowledge Management 3-0-0-3

MIS and Concept of Management: Elements, Characteristics, Need, Objectives, Importance, Limitations of Management, Relationship between MIS and Computer, Role of MIS in the functions of Management. [8]

Information Concept: Classification and Levels of Information, Techniques of Data Collection, Quality aspect of Information, Value of Information, Relation between MIS and Information. [5]

Knowledge Management: Definition, Evolution, Types, Implication for Knowledge Management, challenges, KMSLC, Comparative studies between SDLC and Knowledge Management system development, Role of Knowledge developer. [8]

Decision Making: Decision Making Concepts, Rationality in Decision Making, Decision Support System, MIS as a technique for programmed decisions, Model of Decision Making, Methods, MIS and Role of Decision Making. [6]

Typical Information Systems: Marketing, Financial, Material, Production and Human Resource Management Information Systems. [6]

Development of MIS: Strategic and project planning for MIS, Conceptual System design, Detailed Design, Implementation, Evaluation and maintenance of MIS. [6]

Text Book:

1. Jawadekar, "Management Information System", TMH, New Delhi

References:

1. R G Murdick, J E Ross, J R Clagget, "Information Systems for Modern Management", PHI, New Delhi
2. Jawadekar, "Management Information System", TMH, New Delhi
3. Sadagopan, "Management Information System", PHI, New Delhi
4. Parker, Case, Thomas, "Management Information System: Strategies and Action", TMH, New Delhi
5. Elias M. Awad, "Knowledge Management", TMH, New Delhi
6. W. H. Inmon, "Building Data Warehousing", Wiley Publishing House, New Delhi
7. Han, Jiawei, Kamber, Michelinal, "Data Mining Concepts & Techniques", Harcourt India, New Delhi

FA 211 Corporate Accounting 3-0-0-3

Accounting for Share Capital: Issue, Forfeiture, Re-Issue of Equity Shares, Sweat Equity Shares, Employee Stock Option, Right shares and Bonus shares, Buyback of Equity shares, Issue and Redemption of Preference shares. [11]

Accounting for Loan Capital: Classes of Debentures, Difference between Share and Debenture, Issue and Redemption of Debentures. [9]

Final Accounts of Companies: Statement of Affairs and Statement of Profit and Loss including computation of managerial remuneration and disposal of profits. Forms of Balance Sheet, Profit prior to incorporation. [9]

Valuation of Goodwill of Companies: Need, Components, General Factors affecting Goodwill, Methods of Evaluation. [5]

Valuation of Shares: Need and Methods of Evaluation. [5]

Text Book:

1. Maheshwari S.N.: Corporate Accounting, Vikas Publishing House, New Delhi

References:

1. Anthony, R.N. and Reece, J.S.: Accounting Principles; Richard Irvin Inc
2. Gupta, R.L. and Radhaswamy, M: Advanced Accountancy; Sultan Chand & Sons, New Delhi
3. Monga, J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Backs, Noida
4. Shukla M.C., Grewal T.S., and Gupta S.C.: Advanced Accounts, S.Chand & Co. Delhi
5. S.N. Maheshwari: Advanced Accounting, Vikas Publishing House, Delhi
6. Jain, Khandelwal, Pareek: Financial Accounting; Ajmera Book Company, Jaipur
7. Tulsian, P.C.: Financial Accounting; Pearson Education, Delhi
8. Sehgal & Sehgal: Advanced Accountancy – I and II; Taxmann Publications, Delhi
9. Oswal, Agarwal, Modi, Surolia, Bhargava: Financial Accounting; Ramesh Book Depot, Jaipur

Second Year (Spring Semester)

BM 232 Marketing Management-II 3-0-0-3

Marketing Channels: Types of Channels, Channel Functions, Logistics and Physical Distributions- Objectives and Functional Areas of Physical Distribution, Physical Distribution in the Indian Context. [8]

Marketing Communication: Meaning and Importance, Communication Objectives, Effective Communication, Communication Process. [5]

Promotion Tools: Advertising- Meaning, Objectives, Types in Advertising decisions, Planning and evaluation of Advertising Campaign, Trends in Advertising in India, Personal Selling—Objectives, Functions and Principles, Public Relations—Importance and Methods, Direct Marketing, Sales Promotion. [11]

Marketing Research and Control: Need for Marketing Research, Marketing Research Process, Techniques, Need and Tools of Control. [10]

Marketing Challenges: Marketing in 21st Century, Impact of Globalization, Technological Advances, Deregulation of Marketing in India. [5]

Text Book:

1. Chhabra, T.N & Grover, S.K; Marketing Management, Dhanpat Rai & Co., New Delhi.

References:

1. Kotler, Philip & Keller; Marketing Management, Pearson Education, New Delhi.
2. Ramaswamy & Namakumari; Marketing Management, McMillan, New Delhi.
3. Shrivastava, P.K; Marketing Management, Shiva Publishers Distributor, Udaipur.
4. Marketing Management, AMK-1, (IGNOU), New Delhi

BM 242 Human Resource Management-II 3-0-0-3

Industrial Relations: Concept, Importance, Industrial Conflicts and Dispute Settlement Machinery. [6]

Trade Unions: Meaning, Importance of Unionship, Evolution of Trade Union Movement in India, Union Problems, Measures to strengthen Trade Union, Employee welfare and Social security measures. [9]

Collective Bargaining: Concept, Process, Pre-requisites of Collective Bargaining, Collective Bargaining vs. Negotiation Skills. [6]

Grievance Procedure and Discipline: Introduction, Objectives, Essential pre-requisites of Grievance procedure, Disciplinary procedure. [8]

Employee Participation: Objectives, Forms of Employee Participation. [5]

International HRM: Dimensions, Domestic HRM and International HRM, Basic steps in HRM, the expatriate problem. [5]

Text Book:

1. Rao, V.S.P.; Human Resource Management, Excel Books, New Delhi.

References:

1. Aswathappa; Human Resource Management, Tata McGraw Hill, New Delhi.
2. Rao, Subba P.; Human Resource Management and Industrial Relations, Himalaya Publishing House, New Delhi.
3. Mamoria, C. B.and Gankar, S. V.; Personnel Management, Himalaya Publishing House, New Delhi.
4. Dessler Gary; Human Resource Management, Pearson Education, New Delhi.

BM 292 **Business Regulatory Framework-II** **3-0-0-3**

Negotiable Instruments Act, 1881: Essentials of a Negotiable Instrument, Kinds of Negotiable Instruments, Holder and Holder in Due Course, Negotiation by Endorsement, Crossing of a Cheque, Dishonor and Discharge of a Cheque. **[11]**

The Companies Act, 2013 (Basic Knowledge): Essential Characteristics of a Company, Types of Companies, Memorandum of Association, Articles of Association, Prospectus, Shares- Kinds, Allotment, Transfer and Purchase by a Company of its own shares, Protection of Minority Shareholders from Mismanagement and Oppression. **[12]**

Company Management: Appointment and Removal of Directors, Rights and Liabilities of Director, Meeting- Kinds of Meetings and Resolution. **[10]**

Foreign Exchange Management Act, 2000: Definition, Provisions, Authorized person, revocation of authorization Powers of Reserve Bank, Appeal, Appellate Tribunal, Directorate of Enforcement. **[6]**

Text Book:

1. Kapoor, N.D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.

References:

2. Kuchhal, M.C.; Business Law, Vikas Publishing House, New Delhi

3. Mathew, M.J.; Principles and Practices of Commercial Law, RBSA Publisher, Jaipur.

4. Tulsian, P.C.; Business Law, Tata Mc Graw-Hill Publishing Company Ltd, 5. New Delhi.

6. Kapoor, N.D.; Elements of Company Law, Sultan Chand & Sons, New Delhi.

FA 242 Financial Management-II 3-0-0-3

Capital Budgeting: Nature of Investment decisions, Identifying relevant cash flows, cash flows vs. accounting profit investment, Evaluation criteria, Payback period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index, NPV and IRR comparison, Project selection under capital rationing. [10]

Cost of Capital: Significance of cost of capital, Calculating cost of debt, Preference shares, equity capital and retained earnings, Combined (weighted) cost of capital. [8]

Dividend Policy Decision: Dividend and Valuation Theories. [5]

Management of Cash: Introduction, objectives of cash management, motives for holding cash, Cash management techniques and models. [4]

Management of Receivables: Introduction, objectives, Credit policies Credit terms and collection policies. [4]

Management of Inventory: Introduction, objectives and techniques of inventory management. [4]

Marginal Costing and Managerial Techniques: Meaning, Difference between marginal costing and absorption costing method, Break Even Analysis (with Break even chart and Indifference point). [4]

Text Book:

1. Agarwal, M.R.: Financial Management; Garima Publication, Jaipur

References:

1. Van Horne J.C.: Financial Management And Policy; Prentice Hall of India, New Delhi.
2. Van Horne J.C.: Fundamentals of Financial Management; Prentice Hall of India, New Delhi.
3. Khan M.Y. and Jain P.K.: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi
4. Prasanna Chandra: Financial Management: Theory and Practices; Tata McGraw Hill, New Delhi
5. Pandey I.M.: Financial Management; Vikas Publishing House, New Delhi.
6. Brigham E.F., Gapenski L.C. and Ehrhardt M.C.: Financial Management: Theory and Practices; Harcourt College Publishers, Singapore.
7. Bhalla V.K.: Modern Working Capital Management; Anmol Publication New Delhi.
8. Agarwal & Agarwal: Financial Management; Ramesh Book Depot, Jaipur

BM 262 Electronic Commerce 3-0-0-3

Introduction to E-commerce: Meaning and concept, Need for E-commerce, Classification of E-commerce, Electronic vs. Traditional commerce, E-commerce and E-business, Business applications of E-commerce, E-commerce as an electronic trading System, Special features. [7]

Network Infrastructure and Protocol: LAN, Ethernet, WAN, Internet, TCP/IP, DNS, FTP, E-mail, WWW server, Web Browser, HTTP. [6]

Electronic Payment System: Introduction, Online Payment System, Prepaid electronic payment system, post paid electronic system, E-cheques, Debit and Credit Cards, Smart Cards, E-purses. Credit and legal risk of e-payment system. [6]

Website Design: Role of website in B2C E-commerce, website strategies and web-site design principles, Push and pull technologies, Alternative methods of customer communication. [6]

Business to Business E-Commerce: Need and alternative of B2B E-commerce, Technologies, EDI and paperless trading, EDI architecture, EDI standards, VANs, Costs of EDI infrastructure, Features of EDI service arrangements, Internet-based EDI. [8]

Securing Network Transaction: Security policy, Procedures and practices, Transaction Security, Fireball, Cryptography Algorithm, Public Key Algorithm, Authentication Protocol, Digital Signature, Site Security, E-Mail Security. [6]

Text Book:

1. Bharat Bhasker, "Electronic Commerce", TMH, New Delhi

References:

1. David Whiteley, "E-Commerce", TMH, New Delhi
2. Chandra T N, R.K. Suri, Sanjiv Verma, "E-Commerce New Vistas for Business",Dhanpat Rai & Co., New Delhi
3. Jim A. Carter, "Developing E-Commerce Systems", PHI, New Delhi

FA 214 Basic of Taxation Laws 3-1-0-4

Basic Concepts: Definitions, Basis of Charge, Residential Status, Scope of Total Income - Exempted income [4]

Heads Of Income: Income from Salaries, Income from House property, Income from Business or Profession, Capital gains, Income from other sources [12]

Total Income: Deemed income, Set off and Carry forward of losses Deductions from Gross Total Income, Assessment of Individual, Tax Deducted at Source, E-filing of return. [11]

Central Excise and Customs: (a) Nature and Scope of Central Excise, Important Terms and Definitions under the Central Excise Act and related rules, General Procedure, CENVAT.

(b) Customs Act, 1962 and the related Rules, Circulars and Notifications; Customs Tariff Act 1975 and the related Rules [10]

Central Sales Tax Act, 1956 and VAT: (a)Important terms and definitions under Central Sales Tax Act, 1956—Nature and Scope of Central Sales Tax Act, Provisions relating to inter-state sales, Sales inside a State, Sale/Purchase in the course of Import and Export out of India.

(b) Meaning and need of VAT and related rules [10]

Service Tax: Formation and functions of DGST, Existing schemes for levy, assessment & collection of service tax and related rules [05]

Text Books:

1. Ahuja Girish and Gupta Ravi: Practical approach to Income Tax, Wealth Tax and Central Sales Tax; Bharat Law House Pvt. Ltd., New Delhi.
2. Agarwal, Saini, Surolia: CST & RST; Ramesh Book Depot, Jaipur

References:

1. Central Excise Act.
2. Customs Act.
3. Central Sales Tax Act.
4. Patel, Chaudhary: CST & RST; Chaudhary Prakashan, Jaipur

Third Year (Autumn Semester)

BM 331 International Business 3-0-0-3

Introduction: Nature of International Business, Need to study, Drivers of IB, IB vs. Domestic Business, Routes of Globalization, Multinational Corporations. [6]

Theories of Global Trade and Investment: Foreign Trade Policies, Trade Theories, Foreign Direct Investment—Basic concepts, FDI in India. [7]

Politico-Legal, Technological and Cultural Environment of International Business:

Political Environment—Democracy, Totalitarianism, Political Risk.

Legal Environment—Systems of Law, International Disputes Resolution, Areas of Concern for MNCs.

Technological Environment—Features of Technology, Impact of Technology, Implications for MNCs, Issue of Technology Transfer.

Cultural Environment—Nature, Elements of Culture and their implications for IB. [11]

Economic Environment and International Financial Management: Income-wise classification of countries, Economic Systems, Trade Barriers.

International Financial Management— Nature, FOREX Management, Balance of Payments, International Financial Markets, Role of International Financial Institutions— IMF, WB. [10]

Major Regional Trading Institutions and Groups: WTO, SAARC, ASEAN, EU, OPEC. [5]

Text Book:

1. Aswathappa, K.; International Business, Tata McGraw Hill, New Delhi.

References:

1. Cherunilam, Francis; International Business; Prentice Hall India, New Delhi
2. Daniels, John D., Lee H. Radebaugh, Daniel P. Sullivan; International Business, Pearson Education, New Delhi.
3. Hill, Charles W. L.; International Business, Tata McGraw Hill, New Delhi.
4. International Business Environment: IBO-01 (IGNOU), New Delhi

FA 361 Quantitative Analysis for Managerial Applications-I 3-0-0-3

Quantitative Techniques: Scope and applications of quantitative techniques, Scientific approach to decision-making, Limitations. [2]

Probability: Probability as a concept, the three approaches to defining probability, Laws of Probability, Mathematical Expectation and Variance of a random variable, Bayes' Theorem. [10]

Probability Distributions: Probability distribution as a concept, Binomial, Poisson and Normal Distributions, their properties and parameters, applications in business. [14]

Queuing Theory: Characteristics of queuing system, Models of queuing systems, Practical applications. [4]

Game Theory: Game models, Solution of 2 x n and m x 2 games, Use of linear programming and Graphical techniques. [5]

Decision Theory: Decision making under certainty, Uncertainty and Risk, pay-off table, Decision Tree analysis. [4]

Text Book:

1. Agarwal N.P.: Quantitative Techniques; Ramesh Book Depot, Jaipur

References:

1. Vohra N.D.: Quantitative Techniques in Management, Tata McGraw Hill, Delhi
2. Kapoor V.K.: Operation Research, Sultan Chand & Sons, Delhi
3. Tulsian, Pandey: Quantitative Techniques; Pearson Education, Delhi
4. Khandelwal, Gupta: Quantitative Analysis for Decision Making; Ajmera Book Company, Jaipur

BM 381 **Strategic Management** **3-0-0-3**

Introduction: Concept of Strategy, Levels of Strategy, Strategy vs. Tactics, Role of Strategic Management in organisations, Benefits and Limitations of Strategic Management, Strategic Management Process, Vision, Mission and Objectives	[5]
Environmental Analysis: Characteristics and Components of Environment, External Environmental Sectors – Market, Technological, Supplier, Economic, Regulatory, Political, Socio-cultural and International, Organisational Appraisal, Strategic Advantages Profile (SAP), Environmental Threat and Opportunity Profile (ETOP), SWOT Analysis, Competitor Analysis	[10]
Corporate and Business-level Strategies: Grand Strategies – Stability, Expansion, Retrenchment and Combination Strategies, Porter's Generic Strategies – Cost Leadership, Differentiation and Focus	[12]
Strategic Analysis and Choice: Strategic Choice Process, Portfolio Analysis Techniques – BCG, GE, SPACE and Hofer's Matrices	[7]
Strategy Evaluation and Control: Importance of Strategic Evaluation, Participants and Barriers in Evaluation, Requirements for Effective Evaluation, Strategy Evaluation Process, Techniques of Strategic Evaluation and Control	[5]

Text Book:

1. Kazmi, Azhar, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi

References:

1. Prasad, L. M., Strategic Management, Tata McGraw Hill, New Delhi.
2. Pearce & Robinson, Strategic Management-Formulation, Implementation and Control, Tata McGraw Hill, New Delhi.
3. Hitt, Ireland and Hokkinson, Strategic Management- Competitiveness & Globalisation, Southwestern –Thompson Learning, New York.
4. Pearce & Robinson Jr. II, Strategic Management, A.I.I.B.S Distributors, New Delhi.
5. Nanjundaiah, R. and Ramesh S., Strategic Planning & Business Policy, Himalaya Publishing House, New Delhi.

BM 371 Retail Management 3-0-0-3

Introduction to Retailing System: Concept, Characteristics, Functions, Advantages and Disadvantages of retailing system, Changes in Retailing business, Branding through Retailers, Consumption-related Megatrends, Drivers of Success in the Retail sector, Stock Turns, Credit Management [8]

Retailing Patterns: Store-based Retailing – Form of Ownership and Merchandise offered, Non-Store Retailing – Direct Selling and Direct Response Marketing, Supply Chain Management. [8]

Consumer Behaviour and Retail Store Location: Forces influencing Retail Consumer – Social, Technological and Competitive; Retail Store Location – Concept, Importance, Types and Factors affecting Location Decision [8]

Retail Atmospherics: Exterior Atmospherics, Interior Atmospherics, Store Layout and Visual Merchandising [8]

Retail Marketing Mix: e-tailing, Customer Service and People [7]

Text Books:

1. Pradhan, Swapna; Retailing Management – Text and Cases; TMH, New Delhi.
2. Bajaj, Tuli and Srivastava; Retail Management; OUP, New Delhi.

References:

1. Sinha, P. K. and D. P. Uniyal; Managing Retailing; OUP, New Delhi.
2. Berman, Barry and Joel Evans; Retail Management; Pearson Education, New Delhi.
3. Diamond, Jay and GeraidPintel; Retailing; Prentice-Hall, NJ.
4. Levy, Michael & Barton A. Weitz; Retailing Management; Irwin, London.
5. Morgenstein, Melvin and HarriatStrongin; Modern Retailing; Prentice-Hall, NJ.

BM 361 Introduction to Production and Operations Management 3-0-0-3

Introduction: Evolution, Need, Nature, Importance, Scope and Forecasting. [4]

Plant Location and Utilities: Steps in Location, Location Models. Utilities—Lighting, Ventilation, Air-conditioning, Sanitation, Noise Control. [3]

Plant Layout: Objectives of a good layout, Factors influencing layout, Principles of layout, Types, Significance, Layout Tools and Techniques. [5]

Job Design and Ergonomics: Objectives, Factors affecting Job design, Techniques of Job design, Machine- Worker interaction, Ergonomics-Meaning and Applications. [7]

Work Study: Definition, Importance, Benefits, Steps in work study. Method Study—Objectives, Advantages, Factors facilitating Method Study, Method Study Procedure, Recording Techniques, Motion Study—Importance, Principles, Work Measurement- Time Study. [10]

Quality Control: Definition, Importance, Quality Control Techniques, Statistical Quality Control- Advantages, Types of Control Charts—X, R, *p*, σ, *np*, C, OC-curve, Total Quality Management, Quality Circle. [10]

Text Book:

1. Aswathappa. K & Bhat, Shridhar. K; Production and Operations Management, Himalaya Publishing House, New Delhi.

References:

1. Goel, B.S; Production Operations Management, Pragati Prakashan, Meerut.
2. Adam & Ebert; Production and Operations Management, PHI, New Delhi.
3. Buffa & Sarin; Modern Production/Operation Management, John Wiley & Sons, New Delhi.
4. Production/Operations Management, MS-53 (IGNOU), New Delhi

FA 371 Business Mathematics 3-0-0-3

Permutations and Combinations: Meaning and Applications. [3]

Sequences and Series: Arithmetic and Geometric Progressions. [3]

Matrix Algebra: Matrices, type of matrices and determinants, adjoint, transpose and Inverse of a matrix. Value of a determinant, Cramer's Rule and its applications, use of matrices in solution of equations. [7]

Functions: Linear, quadratic, exponential and logarithmic. [5]

Trigonometry: Elements of Trigonometry, Trigonometric ratios of sum and difference of angles, multiple angle, inverse trigonometric ratios. [6]

Differentiation: Using first principles, differentiation of sum, difference, product and division of function, chain rule of differentiation, Simple applications of differential coefficients, maxima and minima. [8]

Integration: Integration as an anti-derivative, methods of integration, use of standard formulae, Simple applications of integration. [7]

Text Book:

1. Kapoor V.K.: Business Mathematics, Sultan Chand & Sons, Delhi

References:

1. Allen R.G.D: Basic Mathematics; Macmillan, New Delhi
2. Dowling E.T.: Mathematics for Economics; Schaum Series, McGraw Hill, London
3. Loomba, Paul: Linear Programming, Tata McGraw Hill, New Delhi
4. Vohra N.D.: Quantitative Techniques in Management; Tata McGraw Hill, New Delhi
5. Soni R.S.: Business Mathematics, Pitamber Publishing House, New Delhi
6. Holden: Mathematics for Business and Economics; Macmillan India, New Delhi
7. Mehta & Madnani: Mathematics for Economists, Sultan Chand & Sons, Delhi
8. Mehta & Madnani: Basic Mathematics, Sultan Chand & Sons, Delhi

BB 302-Internship 0-0-0-6

Evaluation of Internship would comprise of project report and Viva-voce

Third Year (Spring Semester)

BM 332 Business Environment 3-0-0-3

Introduction: Nature and Significance of Environmental Analysis for Business Decisions. [2]

Dimensions of Business Environment: Economic, Technological, Socio-cultural, Political, Legal-Regulatory and Market Conditions, General and Specific Relevance of Environmental Conditions. [6]

Economic Environment: Economic Policy – An Overview, Changes in Government Policies since 1991, Impact of Liberalisation, Globalisation and Structural Reforms. Import-export Policy and its Domestic and International implications, Financial sector reforms. [7]

Technological Environment: Dynamics of Technological Environment, Challenge of Technology Upgradation, Impact of Foreign Investment and Foreign Collaboration. [6]

Socio-Cultural Environment: Demographic Profile, Class structure and Mobility, Rural-urban convergence, Changes in Consumption habits and life styles, Social Responsibilities of Business. [6]

Political Environment: Impact of competing Political Ideologies, Political Stability and Instability on Business activities, Business and Politics. [6]

Market Environment: Competitive conditions, Impact of entry of MNCs, Future of small-scale enterprises, Problems of Sick Industries and Remedies. [6]

Text Book:

1. Aswathappa, K., Essentials of Business Environment, Himalaya.

References:

1. Cherunilam, Francis, Business Environment, Himalaya Pub. House, 1996.
2. Ghosh, P.K., Business and Government, 1998, Sultan Chand, Delhi.
3. Devis, Keith, and Blomstrom, Robert L., Business and Society: Environment and Responsibility, 1975.
4. Ghosh, P.K. and Kapoor, G.K., Business Policy and Environment, 1998, Sultan Chand, Delhi.
5. Adhikary, M., Economic Environment of Business (latest ed.), Sultan Chand, Delhi.
6. Jalan, B., India's Economic Crises, 1991, Oxford Univ. Press, New Delhi.
7. Dhingra, I.C., The Indian Economy: Environment and Policy, 1998, Sultan Chand, Delhi.
8. Cherunilam, Francis, Business and Government, Himalaya.

FA 362 Quantitative Analysis for Managerial Applications-II 3-0-0-3

Linear Programming: Formulation of Linear Programming Problem, assumptions underlying linear programming, Solution using graphical method. [5]

Simplex Method: Simplex table, Conditions for application of simplex method, Solution to maximization and minimization problems including the Big M method. Duality in linear programming. [10]

Transportation Model: Concept, Transportation problem as a special case of linear programming problem, Initial feasible solution, Optimal solution, Advantages and Limitations, Different models. [7]

Assignment Model: Assignment problem as a variant of transportation problem, Methods of solving assignment problems. [7]

Network Analysis: Meaning and importance, Critical path, Float, Programme Evaluation and Review Technique, Critical Path Method, Resource analysis and allocation, Crashing of network. [10]

Text Book:

1. Agarwal N.P.: Quantitative Techniques; Ramesh Book Depot, Jaipur

References:

1. Vohra N.D.: Quantitative Techniques in Management, Tata McGraw Hill, Delhi
2. Kapoor V.K.: Operation Research, Sultan Chand & Sons, Delhi
3. Tulsian, Pandey: Quantitative Techniques; Pearson Education, Delhi
4. Khandelwal, Gupta: Quantitative Analysis for Decision Making; Ajmera Book Company, Jaipur

BM 314 **Services Marketing** **3-0-0-3**

Introduction: Concept, Nature and Types of Services, Goods v/s Services Marketing, Services Marketing Triangle. [5]

Environment for Services Marketing: Macro and Micro Environments, Understanding Service Customers – Models of Service Consumer Behaviour, Customer Expectations and Perception, Service Quality and GAP Model. [10]

Market Segmentation and Selection: Service Market Segmentation, Targeting and Positioning. [5]

Services Marketing Mix: Need for Expanded Marketing Mix, Planning for Service Offer; Pricing, Promotion and Distribution of Services; Management of People, Process and Physical Evidence; Matching of Demand for and Supply of Services. [10]

Service Marketing Applications: Marketing of Financial, Tourism, Health and Educational Services; International Marketing of Services and GATS. [9]

Text Book:

1. Bhattacharya, C., Services Marketing, Excel Books, New Delhi.

References:

1. Hoffman, D. and J. E. G. Bateson; Essentials of Services Marketing, South-Western Cengage Learning, Ohio, USA.
2. Rao, K. R. M.; Services Marketing, Pearson, New Delhi.
3. Lovelock, C. H.; Service Marketing, Prentice Hall, New Jersey.
4. Payne, A., The Essence of Services Marketing, PHI, New Delhi.
5. Verma, H. V.; Services Marketing, Pearson, New Delhi.
6. Zeithaml, V. A. et al; Services Marketing, Tata McGraw Hill, New Delhi.

BM 392 Rural Marketing 3-0-0-3

Rural Marketing: Importance, Nature and Scope; Rural vs Urban Marketing; Definition of Rural Area	[5]
Understanding Rural Marketing Environment: Geographical, Economic, Socio-Cultural and Infrastructural Factors and their Influence on Marketing Operations	[6]
Rural Consumer: Characteristics, Attitudes and Behaviour; Buying Patterns and Influences; Segmenting Rural Markets	[6]
Rural Marketing Strategies: Product Planning for Rural Markets, Quality and Size; Packaging and Branding Decisions; Pricing Decisions	[6]
Promotion and Distribution in Rural Markets: Media and Copy Decisions; Distribution Channels and Logistics in Rural Markets	[7]
Marketing of Agricultural Products: Pricing and Distribution of Agricultural Products; Role of Government and Organisations in Marketing of Agricultural Products; Co-operative Marketing; Problems in Agricultural Marketing	[9]

Text Books:

1.Kashyap, P.: Rural Marketing; Pearson, New Delhi.
2.Krishnamacharyulu, C. S.: Rural Marketing – Text and Cases; Pearson, New Delhi.

References:

1. Dogra, B. and Ghuman, K.: Rural Marketing – Concepts and Practices; TMH, New Delhi.
2. Ramkishen, Y.: New Perspectives in Rural and Agricultural Marketing; Jaico Publishing House, New Delhi.
3. Rajagopal: Management of Rural Business; Wheeler Publications, New Delhi.
4. Neelameghan S.: Marketing in India: Cases and Readings; Vikas Publishing House, New Delhi.
5. Gopalaswamy T. P.: Rural Marketing; Wheeler Publishers, New Delhi.
6. Nayyar H. and Ramaswamy P.: Globalization and Agricultural Marketing; Rawat Publications, Jaipur.
7. Memoria C. B.: Agricultural Marketing; Himalaya Publishing House, New Delhi.
8. Sayulu, Kuchi: Rural Marketing in India; Anmol Publications, New Delhi.

BM 324 Business Ethics and Values 3-0-0-3

Introduction: Business Ethics, Business Values, Inner Consciousness, Ethical Theories	[04]
Indian Management Ethos : Basic Principles of Indian Ethos for Management, Ethics in work life according to Bhagvad-Gita, Detached Involvement (Nishkam-Karma) and Attached Involvement (Sakam-Karma),Kautilya and Management. Relevance of Gandhian thought for the contemporary managers, Ethics and Corporate Excellence.	[8]
Corporate Social Responsibility: CSR in India, Social Responsibility of Business, Social Responsibility of Business towards different groups, Promoting Value-based Governance in organizations.	[10]
Corporate Governance: Introduction, Evolution of Corporate Governance and development in India, Shareholder Rights, Overview of Corporate Governance Forums, Corporate Governance and other stakeholders. Whistle- Blower Policies. Ombudsman	[8]
Sustainability: Meaning, Scope, Sustainability Terminologies and Meanings, Corporate Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.	[09]

Text Books

1. Corporate Governance and Stewardship by N Balasubramanian; Tata McGrawHill
2. Corporate Governance: Concept & Dimensions by Sanjiv Agarwal; Snow white Publications P. Ltd.

References :

1. Study Material ICSI
2. Guidance Note on Corporate Governance Certificate
3. Companies Act, 2013
4. Rules on Companies Act, 2013
5. Listing Agreement by SEBI

EM 292 Indian Financial System 3-0-0-3

Financial System- Meaning, Component of Financial System, Functions of Financial System. [3]

Legal Framework- : Ministry of Finance, Ministry of Commerce, Ministry of Corporate Affairs, Reserve Bank of India (RBI), Security and Exchange board of India (SEBI), Companies Act-2013, FEMA, FERA, Prevention of Money Laundering Act- 2002. [8]

Financial Institutions - Commercial Bank, Development Bank, Merchant Bank, Mutual Fund Companies, Insurance Companies. [8]

Financial Market & Instruments: Money market, Capital Market [10]

Stock Exchanges: NSE, BSE, MCX [04]

Financial Services: (Basic Knowledge): Merchant Banking, Factoring, Under writing, Credit rating, Investment advisor, Portfolio Management, Broker. [06]

Text Books

1. The Indian Financial System – Bharati V. Pathak.
2. Indian Financial System – M. Y. Khan.

References:

1. ICSI Study Material - Capital Markets and Securities Laws Chandra Prasanna: Financial Management: Theory and Practice; Tata McGraw Hill, New Delhi.
2. IDBI Annual Reports.
3. Sharma G.L. and Singh Y.P. (eds.): Contemporary Issues in Finance and Taxation; Academic Foundation, New Delhi.
4. Kapila Raj And Kapila Uma: Banking And Financial Reforms In India, Vol. I, II, III & IV, Academic Foundation, Delhi.
5. Saunders Anthony: Financial Institutions Management: A Modern Perspective; Irwin Publication, McGraw Hill Co., New York.
6. Madura Jeff: Financial Market And Institution; West Publishing Company, New York.
7. Srivastava, R.M.: Management of India Financial Institutions; Himalaya Publishing House, Mumbai

MODY UNIVERSITY

SCHEME OF STUDY

BBA AIRLINES AND AIRPORT MANAGEMENT
Version 2018 (Proposed)

School of Management Studies

Semester I

Year	Semester	Code	Subject	L	T	P	Credits
1	1	AAT -101	Introduction to Travel and Tourism	3	0	0	3
1	1	AAT -111	Managing Transport Operations	3	0	0	3
1	1	AAT -121	Emerging Indian Tourist Destinations	3	0	0	3
1	1	AAT -131	Tourism Resources of India	3	0	0	3
1	1	AAT -141	Management Concepts & Philosophies	3	0	0	3
1	1	AAT -151	Computer Application	3	0	0	3
1	1	AAP-161	Tourism Products: Asia, Australia & Africa	0	0	3	1.5
1	1	AAP-171	Indian Tourism Destinations	0	0	3	1.5
1	1	AAP-181	Computer Application Lab	0	0	2	1
1	1	UCT-143	Environment and Waste Management	2	0	0	2
1	1	AUC-001	Human Values & Professional Ethics	2	0	0	2
1	1	AAY-	Sports/ Yoga	0	0		1
1	1	AAY-	Arts/Fine Arts/ Music				1
Total				22	00	08	28

Semester II

Year	Semester	Code	Subject	L	T	P	Credits
1	2	AAT-102	Airlines and Tourism Operations	3	0	0	3
1	2	AAT-112	Emerging International Tourist Destinations	3	0	0	3
1	2	AAT-122	Automation in Tourism and Airlines Industry	3	0	0	3
1	2	AAT-132	Food and Beverage Service	3	0	0	3
1	2	AAT-142	Tourism Economics	3	0	0	3
	2	AAT-152	Human Resource Management	3	0	0	3
1	2	AAP-162	Food and Beverage Service Practical	0	0	3	1.5
1	2	AAP-172	Tourism Products: Europe & America	0	0	3	1.5
1	2	UCT-182	Communication Skills	3	0	0	3
1	2	UCP-192	Communication Skills Practical	0	0	2	1
1	2	AAY-	Sports/ Yoga	0	0	2	1
1	2	TTY-	Arts/ Fine Arts/ Music				1
Total				21	00	10	27

Academic Curriculum (2018-19 Onwards)
Second Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Autumn Semester	*Core Courses*									
	AAT-203	Geography of Tourism	3	-	-	3	3	25	25	50
	AAT-213	Customer Services	3	-	-	3	3	25	25	50
	AAT-223	Tourism Management	3	-	-	3	3	25	25	50
	AAT-233	Business Accounting	3	-	-	3	3	25	25	50
	Skill Enhancement Compulsory Courses									
		Foreign Language-I[#]	3	-	-	3	3	25	25	50
	MDC003	Environmental Studies	3	1	-	4	3	25	25	50
		Mody University Elective	3	-	-	3	3	20	-	80
	Generic Course									
	BS 251	Production & Operations Management	3	-	-	3	3	25	25	50
			24	**1**	**-**	**25**				
	GE 203	Proficiency (Non-Credit) [#]				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Spring Semester	**Core Courses**									
	AAT-204	Travel Agency & Tour Operations Business	3	-	-	3	3	25	25	50
	AAT-214	Organisational Behavior	3	-	-	3	3	25	25	50
	AAT-224	Tourism Planning & Development	3	-	-	3	3	25	25	50
	AAT-234	Tourism Organisations	3	-	-	3	3	25	25	50
	Skill Enhancement Course									
		Foreign Language-II[#]	3	-	-	3	3	25	25	50
		Mody University Elective	3	-	-	3	3	20	-	80
	Generic Course									
	BS 252	Business Ethics and Corporate Governance	3	-	-	3	3	25	25	50
			21	**0**	**0**	**21**				
	GE 204	Proficiency (Non-Credit) [#]				1				

Academic Curriculum (2018-19 Onwards)
Third Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Autumn Semester	AAT-305	Airlines Marketing	4	-	-	4	3	25	25	50
	AAT-315	Airport Operations	3	-	-	3	3	25	25	50
	AAT-325	Aviation Safety & Security	3	-	-	3	3	25	25	50
	AAT-335	Cargo Operations	4	-	-	4	3	25	25	50
	AAT-345	Airlines Operations	4	-	-	4	3	25	25	50
		Sub Total	**18**	**-**	**-**	**18**				
	GE 303	Proficiency (Non-Credit) #				1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hours	Weightage (%)		
			L	T	P			CW	MTE	ETE
Spring Semester	AAT-306	Study Tour & Study Report ; Viva Voce (3 Weeks)	-	-	-	3	-	-	-	50
	AAT-316	Summer Internship & Project Report; Viva Voce (10 Weeks)	-	-	-	10	-	-	-	100
		Sub Total	**13**	**-**	**-**	**13**	-	-	-	
		Total Credits	**128**	**-**	**-**	**128**				
	GE 306	Proficiency (Non-Credit) #				1				

CW: *Course Work;* ***MTE:*** *Mid Term Examination;* ***ETE :*** *End Term Examination*

 # The university offers five foreign languages, i.e. Chinese, French, Japanese, German and Spanish, out of which a student is required to select any one. There is no option of change once selected.

***A student will go for Summer Internship after Second year and Evaluation of Summer Internship Project would comprise of Report and Viva-voce.*

Study Tour Report : 50% on report & 50% on Viva Voce.

Summer Internship Project Report : 50% on report & 50% on Viva Voce.

Note : - On the Job Training Report of Internship & viva-voce shall be a compulsory component for the students. Each student shall have to undergo 10-week or two-and-half months i.e. (Feb to Apr) training in Tourism, Travel and Hospitality Organizations under the guidance of a faculty advisor. The objective of this is to create a job opportunity for the students while undergoing training in Travel Agency, Tour Operation, Tourism Information Offices, Hotels/Resorts etc. Such training would help students to understand customer services along with administrative, financial and marketing aspects of travel business.

Semester I

Scheme Version – 2018	**Introduction to Tourism and Travel**	**L**	**T**	**P**	**C**
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	**Total hours =**			
Subject Code: AAT- 101	**Marks : 100**				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts used in the field of travel and tourism industry.				
Subject Outcome					
1	To upgrade the basic knowledge about the tourism sector				
2	To guide the concepts used in the travel industry.				

Unit I

Concept of Leisure, Recreation, Tourism, Tourist, Traveler, Visitor, Excursionist, Components of Tourism and its characteristics. Tourism as an Industry Classification of Tourism and Tourist, meaning, definitions and characteristics. Different types of tourism- Inbound tourism, Outbound tourism, Domestic tourism; Mass tourism, International tourism etc. Typology of Tourists, Plog's typology of Tourist

Unit II

History of Tourism through ages, Silk Route**,** Grand tours, Thomas Cook and the development of tourism. Present scenario of the tourism industry. Linkages of Tourism with other subjects Viz. History, Sociology, Geography, Management and Economics.

Unit III

Concept of Tourism Demand and Supply. Significance, Problem and Prospects of Tourism Demand factors affecting Tourism Demand and Supply. Travel Propensity, Impacts of Tourism – Economic Impacts, Socio-culture Impacts, Environmental impacts.

Reference books/ material:

1. McIntosh et.al.,*Tourism Principles*. Prentice Hall Publication.
2. Mill and Morrison, *Tourism System*. Prentice Hall Publication.
3. Negi, Jagmohan, *Tourism and Travel Concepts and Principles*. Gitanjali Publishing House.
4. Kamra, K.K. and M. Chand, *Basics of Tourism: Theory operation and practice*, Delhi: Kanishka Publication

Scheme Version – 2018	Managing Transport Operations	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 111	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts are used in the transport business in the world and in India as well.				
Subject Outcome					
1	To guide the concepts used in the air and surface transport business				
2	To develop the concepts and operations of railways and waterways				

Unit – I

Evolution of tourist transport system - . Introduction to transport system - air, road, rail and water transport. Importance and Relationship between tourism and transport industry. Challenges faced by tourism based transport system, Role of transport industry in making world a global village.

Unit II

Road transport: Approved tourist transport, car hire companies including rental car scheme and tourist-coach companies, Regional Transport Authority, road taxies, contract carriage, stage carriage, All India permits etc. Rail Transport: Introduction to Indian railway system, IRCTC- Role and services offered, Luxury trains in India- Palace on wheels, Shivalik express toy train, EURAIL- Network, types of passes etc.

Unit III

Air Transport: Types of airlines – Domestic, International, Inter Continental, Intra Continental, Regional, Charter etc. Major Airlines of India and international airlines. Functions of DGCA, IATA, ICAO &AAI, Services provided by Airlines- Difference b/w LCC and full service airlines.

Water Transport: Types of water transportation, historical past, cruise ships, ferries, hovercraft, river canal boats, Water transport as attractions, Inland Water Ways, International Cruise Liners- Star cruise Virgo, Disney cruise.

Reference books/ material:

1. ChuckY. Gee, Travel Industry
2. Stephen Page, Transport for Tourism
3. Mill, R.C. and Morrison,Tourism System
4. P.N. Seth, Successful Tourism Management

Scheme Version – 2018	Emerging Indian Tourist Destination	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 121	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This subject is introduced to give the knowledge about the Indian tourism along with the famous tourist destinations.				
Subject Outcome					
1	This will help to understand the nature resources.				
2	To give the professional information about the Hill stations of India				
3	This will help to understand about the beach based destinations of India.				

UNIT I

Indian Geography, physical and political features of Indian subcontinent, climatic conditions prevailing in India. Tourism resources and attractions in different states of India:

Rajasthan,
Uttrakhand,
Madya Pradesh,
Goa.

UNIT II

Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, SasanGir, Dachigam, Ranthambhore and Keoladeo Ghana). Major wetlands of India.

UNIT III

Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital,Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshdeep islands.

Reference books/ material:

1. Lonely Planet – India
2. JagmohanNegi – Travel Management
3. Indian Tourism Guide by Dr. AP Nanda

Scheme Version – 2018	Tourism Resources of India	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code AAT- 131	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The course aims to provide a basic knowledge in different tourism products of India. India is a country with ample and diversified tourism resources and products to offer for both domestic and International Tourist's.				
Subject Outcome					
1	This course envisages discussion on tourism products like Cultural, Heritage				
2	This course envisages discussion on tourism products like Art and Architecture, Paintings, Classical dance forms and Music. Etc.				

Unit I

Tourism Products-Concept, Definitions, Classification, Characteristics of tourism Products.

Difference between tourism product and other consumer product.
Heritage & Pilgrimage Tourism - Classification, Art and Architecture, Historical Monuments, Religious and Spiritual Centers (Hindu, Buddhist, Jain, Muslim, Christian and Sikh).

Unit II

Cultural Tourism - Fairs and Festivals, Classical Dance and Music, Folk culture, Handicrafts and Handlooms, National Park and Sanctuary, World Heritage Sites in India, Museums and Art Galleries, Indian Cuisines.

Unit III

Emerging Forms – Adventure tourism: Land based, Aero based and Water based activities, Rural Tourism, Medical Tourism, Yoga and wellness Tourism, Eco Tourism, Event and Sports Tourism.

Reference books/ materials

1. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
2. Tourism Products (Second edition): New Royal Book Company (2012) – Manoj Dixit and Charusheela.
3. Indian Tourism Products: Abhijeet Publications – Robinet Jacob, Sindu Joseph.
4. Awakening Indians to India: ChinmayaYuva Kendra.
5. The Wonder that was India: Al Basham

AAT-141 **Management Concepts & Philosophies** **3-0-0-3**

Course Objective

The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

Course Content

Introduction: Concept – Need for study; Managerial functions – An overview; Coordination – Essence of management; Evolution of Management Thought – Classical, Neo classical and Modern approaches, MBO, Emerging issues in management. [08]

Planning: Types of Plan, Objectives of Planning, Planning process, SWOT, **Decision-making** – Concept, importance, Individual versus group decision making, Decision making process, Techniques of decision making. [12]

Organising & Staffing: Concept and importance; Process of organizing – An overview, span of management, line and staff authority, delegation of authority, centralization vs decentralization; Formal and informal organization; Types of organization structure; Concept and importance of staffing, Process of staffing. [12]

Directing and Controlling: Motivation – Concept, importance, intrinsic and extrinsic motivation; Motivation theories – Maslow's need hierarchy theory, Herzberg's two factor theory, McGregor's Theory X and Theory Y, Ouchi's Theory Z; Leadership – Concept, importance; Theories of leadership – Likert theory, Blake and Mouton's Grid theory, Tannenbaum and Schmidt Leadership continuum; Controlling – Concept, process, Principles of effective control, Major techniques of control. [07]

Text Books

1. Koontz, H. and Weihrich, H. *Essentials of Management,* Pearson Education.
2. Prasad, L.M., "*Principles and Practices of Management*", S Chand and Sons, New Delhi

References:

1. Luthans, F., "*Introduction to Management",* McGraw Hill.
2. Robbins, S. and Coulter, M.*Management*, Pearson Education.
3. Drucker P. F., *Practice of Management*, Mercury Books, London.
4. Griffin, R.W.,*Management Principles and Application,* Cengage Learning
5. Louis, A.Allen: Management and Organization; Mc Graw Hill, Tokyo.

Scheme Version – 2018	Computer Application	L	T	P	C
	Apply to Program: BBA AAM – I Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT - 151	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The basic objective of the course is to introduce the students to the computer and networking concepts, computer applications, and productivity software.				
Subject Outcome					
1	This will help in enhancing the knowledge of computer and its applications.				
2	To give exposure about the awareness of computer technology and its role in society				

UNIT: I

Computer Basics: Introduction, Characteristics of a Computer, Criteria for Using Computers, History of Computers, Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture.

Hardware and Software: Introduction, Computer Memory, Secondary Memory, Computer Peripherals, Output Devices, Software requirements.

UNIT II:

Detailed Content : Video Display, Storage Devices, Power-supplies, Basic input and output system, Wi-Fi, Operating system.

Windows XP: Introduction, Features, Comparison between Professional and Home edition, Windows XP installation, Activating Windows XP, Security features of Windows XP, Accessing User Accounts, and Getting Help.

UNIT III:

Excel 2007: Introduction, Workbook, Worksheet, Formatting in excel, Advanced formatting in Excel, Working with formulas, Printing worksheets.

MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Advanced Formatting, Using Templates, Inserting charts, Inserting tables, Printing presentations.

Security and Networking: Introduction, Simple Fine Sharing, Internet Information Services, Peer to Peer Networking.

Reference books/ materials

1. C.S. French "Data Processing and Information Technology", BPB Publications 1998
2. P.K Sinha `Computer Fundamentals`, BPB Publications, 1992
3. Guy Hart-Davis "The ABCs of Microsoft Office 97 Professional edition", BPB Publications, 1998
4. Karl Schwartz, "Microsoft Windows 98 Training Guide", 1998

Scheme Version – 2018	**Tourism Products: Asia, Australia & Africa**	**L**	**T**	**P**	**C**
	Apply to Program: BBA AAM – I Semester	0	0	3	1.5
	Prerequisite: Nil	**Total hours =**			
Subject Code: AAP-161	**Marks : 100**				
	Internal: 60	External: 40			
	Objectives				
	The main objective of this course is to familiarize students with tourism based geography. The topic covered during practical will impart knowledge related to geographical features of the World.				
Subject Outcome					
1	This will help to identify the various locations of the Asia, Australia and Africa.				
2	The attractions for the international destinations.				

List of Practical:

- Locate and Label the countries of Asia and their capitals on the Map of Asia.
- Locate and label major attractions of Singapore on the map of Singapore/World.
- Locate and Man Made attractions of China on the Map of China/World
- Locate and label Tourist attractions of Indonesia on the map of Indonesia/World.
- Locate and label Sea port of Indonesia on the map of Indonesia/Asia.
- Locate and label Famous beaches of Indonesia on the map of Indonesia/Asia.
- Locate and label major attractions of Malaysia on the map of Malaysia/World.
- Locate and Label the countries of Africa and their capitals on the Map of Africa.
- Locate and label the national parks of South Africa on the Map of Africa/World.
- Locate and label the major tourist attractions of South Africa
- Locate and Label the Cities of Australia on the Map of Australia
- Locate and label the International Airports of Australia on the map of Australia/World
- Locate and label the Tourist attractions of Sydney on the map of Australia.
- Locate and label major cities of Turkey on the map of Turkey/World.
- Locate and label major Tourist attractions of Istanbul on the map of Turkey/World.

Reference books/ materials

1. Boniface, B.G. and Chris Cooper, The Geography of travel and Tourism, Oxford: Butterworth Heinemann.
2. International Geography for Travel and Tourism by John P. Wrades.
3. Pearce Douglas, Tourism Today: A Geographical Analysis; New York: Longman.
4. Seth P.N., Successful Tourism Management, (Vol.1), New Delhi: Sterling Publisher.
5. Specific Country Guide Books of Lonely Planet Publication

Scheme Version – 2018	Indian Tourism Destinations	L	T	P	C
	Apply to Program: BBA AAM – I Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP - 171	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The main objective of this course is to familiarize students with tourism based geography. The topic covered during practical will impart knowledge related to geographical features of India and World as well.				
Subject Outcome					
1	This will help to identify the various locations of India.				
2	To get the practical exposure about the tourism based location of India..				
3	To work on maps used in the field of travel and tourism.				

List of Practical:

1. Locate and label the political map of India and write brief information of India. Locate the political boundaries- International, States and District
    a. Capital of India and NCR
    b. States and its capitals
    c. Union Territories of India
    d. Major Cities
    e. Neighboring countries of India
2. Locate and label Physical Division of India
    a. Peninsular Region
    b. Indo-Gangetic Brahmaputra Region
    c. Himalayas
    d. Coastal Plains
    e. Desert
3. Locate and label wildlife sanctuaries, bird sanctuaries and national parks on map of India
4. Design and label the tourist map of India. Cite the following-
    a. Hill stations
    b. Beaches
    c. Adventure Destinations – Land, Air, Water
5. Design and label the tourist map of India. Cite the following-
    a. Historical Places, monuments & Museums
    b. Pilgrimage – Hindu, Buddhist, Jain, Muslim & Sikh
    c. UNESCO World Heritage Sites in India
6. Brief introduction of state of Punjab. Locate and label on map of Punjab the following
    a. Capital of Punjab and its main tourist attractions
    b. Tourist Circuits of Punjab
7. Label network of Air & surface Transportation of India.

8. Identify the major tourist circuits of India – The Golden Triangle. Mark on map and label the tourist destinations and attractions.

9. Locate and cite the Domestic and International Airport of India. Also collect information about top 10 Airports and Airport Lounge of World and mark them on the world map.

10. World At A Glance : Locate and label Continents & Ocean of World on world map

11. Study of Map
    a. Type of Maps
    b. Map Reading – Location, Longitude & Latitude, direction, scale
    c. Conventional sign & symbols
    d. Color Scheme in Topographic maps

12. Time Zone
    a. Greenwich Meridian Time
    b. International Date Line
    c. Calculating of time of any given location

13. Climatic Zone
    a. Climatic Zone of World and main tourist destination in different climatic zones
    b. Seismic Zone
    c. Direction of Monsoon wind
        I. Southwest Monsoon (The Arabian Sea to the Bay of Bengal)
        II. North-East monsoon

Reference books/ material:

1. Lonely Planet – India
2. JagmohanNegi – Travel Management
3. Indian Tourism Guide by Dr. AP Nanda

Scheme Version – 2018	Computer Application Lab	L	T	P	C
	Apply to Program: BBA AAM – I Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP-181	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The basic objective of the course is to introduce the students to the world of computers and computer technology. Introduce students to the basic concepts of operating systems, MS Office, Email, Web security.				
Subject Outcome					
1	This will help in enhancing the Computer Skills				
2	To give practical exposure about the Email and Internet.				

List of Practical:

MS-Word : Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document.

Power Point (Presentation software) : Basic concept of presentation software. Standard, formatting, and drawing toolbars in power point and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box.of animation features. Inserting pictures, resizing pictures. Inserting organization chart of auto content wizard.

Excel : its structure and capabilities, drawing toolbars of cells, entering and editing data and text, entering formulae. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Excel Functions: max, min, date, count.

Internet : A brief history of origin of internet. Various applications of Internet such as email, information gathering, searching, chatting, downloading etc. of search engines, internet explorer and e-mail messages. Use of internet in various fields. Cyber Security and plagiarism.

Scheme Version – 2018	Environment and Waste Management	L	T	P	C
	Apply to Program: BBA AAM – I Semester	2	0	0	2
	Prerequisite: Nil	Total hours =			
Subject Code: UCT-143	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	To familiarize students with basics of environmental sciences, disaster & waste management.				
Subject Outcome					
1	Understudies will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.				
2	Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.				
3	Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques.				

Unit- 1

General: Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation

Renewable & Non renewable resources: Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas

Environmental Pollution and their effects: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015

Unit-2

Disaster Management: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

Disaster Preparedness and Response Preparedness: Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

Unit-3

Waste Management: Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).

Solid Waste Management Act: Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Reference books/ materials

1. Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
2. Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
3. Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
4. Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004
5. Environmental Engineering , Howard S.Peavy ,Donald R. rowe New York , Macgraw Hill
6. Geographic Information: Economic applications, Martin. D., Routledge, London
7. Introduction to Environmental Engineering and Science , 2nd Edition ,G.M.Masters ,Prentice Hall ,New Jersy
8. Ecology & the Environment , Monson, Russel k ed., springer

Semester II

Scheme Version – 2018	**Airlines and Tourism Operations**	**L**	**T**	**P**	**C**
	Apply to Program: BBA AAM – II Semester	**3**	**0**	**0**	**3**
	Prerequisite: Nil	**Total hours =**			
Subject Code: AAT- 102	**Marks : 100**				
	Internal: 40	External: 60			
	Objectives				
	This subject is designed to give the idea about the basic concepts used in the airline and tourism sector at global level.				
Subject Outcome					
1	To make aware the students about the concepts used in the airlines industry.				
2	To make aware the students about the trends in tourism at the international level				

Unit I

AIRLINES OPERATIONS:- Introduction to Airlines- LCC & Full service airlines-various cabin classes, Organizational structure of an domestic and international airlines, Freedom of Air, Operational process description (brief introduction of Load & trim, fueling, water loading, dumping, catering, baggage loading/unloading, tow truck & tow bar, doilles, catering vehicle,choks). Leading International airlines of the world

Unit II

TOURISM OPERATIONS:- Leading tour operators, GSA,PSA,OTA, Tailor made packages, Inclusive tour packages. Types of tours-one way tour, return tour, circle tour, around the world, open jaw.

Unit III

Product and the services of the following companies:-

a) Jet Airways
b) Cathay Pacific
c) Cox and Kings
d) Make my trip

Reference books/ material:

1. Global trends in Tourism & Hospitality Industry by Sudhir Andrews
2. Tourism and Global : A case study by Mike J. Aourncer.

Scheme Version – 2018	Emerging International Tourist Destination	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 112	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	This course is designed to give the knowledge about the International tourism along with the famous tourist destinations.				
Subject Outcome					
1	This will help to understand the world tourism destinations with country facts and figures.				
2	To give the professional guidance about the emerging tourism based destinations.				

Country Profile: Map work, Background, Location, Climate, Terrain, Country facts, History, Economy,Tourism Statistics, Passport and Visa Regulations, Major Tourist Resources and activities for the following Countries:

UNIT –I

Great Britain
Thailand

UNIT II

Mauritius
Italy

UNIT III

UAE-Dubai
New Zealand

Reference books/ materials

1. International Geography for Travel and Tourism by John P. Wrades
2. Lonely Planet – Great Britain, Far East, New Zealand, UAE, Europe
3. A.K Bhatia – International Tourism Mgt

Scheme Version – 2018	**Automation in Tourism and Airlines Industry**	**L**	**T**	**P**	**C**
	Apply to Program: BBA AAM – II Semester	**3**	**0**	**0**	**3**
	Prerequisite: Nil	**Total hours =**			
Subject Code: AAT- 122	**Marks : 100**				
	Internal: 40	External: 60			
	Objectives				
	This will help to understand the use of ICT in the aviation & tourism sector.				
Subject Outcome					
1	To understand the use of CRSs used the airlines business.				
2	To guide about the different types of air tickets and their use.				

Unit I

Automation in the tourism industry – An Introduction Importance of Information Technology in Tourism Automation in the hotel, airlines and travel business. Billing settlement process- Concept , roles and objectives. History of Airlines ticketing, Airlines reservation system(ARS)- Concepts, roles and objectives. Flight information display system(FIDS).

Unit II

Introduction to CRS: The need for a CRS system, History of the CRS system, Use of the CRS by Airlines and Travel Agents, Benefits and importance of the CRS system to the Travel trade, Introduction to Amadeus, Galileo, Worldspan , SABRE. Mixed Class journey, around the world fares (RTW) special fairs, MCO, PTA and Universal air travel plan

Unit III

Ticketing process: Components of an electronic ticket Types of tickets: Manual ticket/ Automated Ticket/ e-ticket Ticket Coupons Difference between I ticket and e-ticket What are Special fare? Various kinds of special fares.Details of an automated ticket.

Reference books/ materials:

1. Gupta S.K : International Airfare & Ticketing Methods & Technique UDH Publishers & Distributors (P) Ltd. New Delhi.
2. Sinha P.C: Encyclopedia of Tourism Management
3. JagmohanNegi: Travel Agency & Tour Operation Concepts & principle

Scheme Version – 2018	Food and Beverage Service	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT- 132	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	The objective of this course is to develop the very basic manners & ethics among hospitality students about the food & beverage operations so that when they step into the industry they should be able to prove themselves as an asset to the organization and can be remembered by their guests.				
Subject Outcome					
1	This will help to understand the basic concepts of Food and Beverage services				
2	To understand the types of Services used in the airlines and hospitality industry.				
3	To guide the student about the types of menu using at international level.				

Unit-I

1. INTRODUCTION OF FOOD & BEVERAGE SERVICE
   - Introduction to Food Service industry.
   - History and growth of catering industry in India.
   - Sectors of the Food service industry.
   - Variables in Food service operations.
   - The meal experience.

2. FOOD AND BEVERAGE OUTLETS
   - Introduction.
   - Commercial v/s subsidized catering.
   - Sections of Food and Beverage department.
   - Organizational structure/ Hierarchy of F&B department.
   - Duties and responsibilities of F&B personnel.
   - Attributes of F&B staff.

Unit-II

3. FOOD AND BEVERAGE SERVICE AREA AND EQUIPMENTS
   - Introduction
   - Still room
   - Silver room / Plate room
   - Wash-up
   - Hotplate
   - Service equipments (Linen, Furniture, China ware, Glassware, Flatware, Hollowware, Special service equipments and service trolleys)
   - Automatic vending and disposables
4. TYPES OF SERVICE
   - Introduction

- English service
- French service
- Russian service
- Cafeteria service
- Snack bar service
- Grill room service
- Gueridon service
- Buffet service
- Breakfast service

Unit-III

5. THE MENU AND ITS KNOWELDGE
   - Introduction
   - Origin of the menu
   - Purpose of the menu
   - Classes of the menu
   - Influences of the menu
   - Eleven courses French classical menu
   - Meal times

Reference books/ materials:

1. Andrews Sudhir, F & B Service Training Manual, Tata McGrawhill, New Delhi 2007
2. DhawanVijay,(food& beverage service) Isha publication, 2007
3. Denis Lillycrap, Jon cousins (Food & Beverage service) 2006

Scheme Version – 2018	Tourism Economics	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Nil	Total hours =			
Subject Code: AAT-142	Marks : 100				
	Internal: 40	External: 60			
	Objectives				
	To provide an understanding too basic economic environment, balance between demand and supply in tourism industry and analyzing the prevailing conditions.				
Subject Outcome					
1	To understand the scope and method of economics				
2	To understand demand and supply in tourism				
3	Tourism understand the economic impact of tourism				

Unit-1

Scope and method of economics; scarcity and choice; questions of what, how and for whom to produce and how to distribute output; working of price mechanism and resourceallocation.The economic characteristics of tourism, a general tourism information system, the Tourism Satellite Account, WTO tourism statistics,tourism and/or holiday surveys, the tourism production index, role of TFCI in tourism development.

Unit-2

Elasticity of Demand: Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue, and elasticity of demand; Determinants of elasticity of demand. Determinants of tourism demand, trends in tourism demand, tourism demand worldwide, holiday propensity and holiday frequency, seasonality, tourism supply in the tourism system, tourism supply, the tourist product and its lifecycle, tourism supply and market structures, pricing in tourism, supply trends.

Unit-3

Tourism as a strategic dimension of economic development, economic advantages and disadvantages, balance of payments and tourism, the magic tourism multiplier, measurement of income generation, measurement of employment generation, special characteristics of employment, the impact of events.

Reference books/ materials:

1. De Brabander,G. (1992). *ToerismeenEconomie*. Leuven: Garant.
2. Keller, P. and Bieger, T (eds) (2001). *Tourism Growth and Global Competition*. St Gallen: AIEST.
3. Sharpley, R. and Telfer,D. (eds) (2002). *Tourism and Development. Concepts and Issues*. Clevedon: Channel View Publications.
4. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.
5. N. Gregory Mankiw, Economics: Principles and Applications, India edition by South Western, a part of Cengage Learning, Cengage Learning India Private Limited, 4th edition, 2007.
6. Joseph E. Stiglitz and Carl E. Walsh, Economics, W.W. Norton & Company, Inc., New York, International Student Edition, 4th edition, 2007.

AAT-152 **Human Resource Management** **3-0-0-3**

Course Objective

To acquaint students with the techniques and principles to manage human resource of an organisation.

Course Content

Human Resource Management: Concept and functions; Role, status and competencies of HR manager; HR policies; Evolution of HRM; Emerging challenges of human resource management - Workforce diversity, empowerment, downsizing, VRS, work life balance. **Acquisition of Human Resource:** Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment – concept and sources; Selection – concept and process; Test and interview; Placement, induction and socialization; Retention. [12]

Training and Development: Concept and importance; Role specific and competency based training; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing. [08]

Performance Appraisal and Compensation Management: Performance appraisal- Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counselling; Job changes - Transfers and promotions, Human resource audit; **Compensation** - Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; Job evaluation. [10]

Maintenance of employees and Emerging Horizons of HRM: Employee health and safety; Employee welfare; Social security (excluding legal provisions); Employer-employee relations- An overview; Grievance handling and redressal; Industrial disputes: Causes and settlement machinery; e-HRM; Human Resource Information System and e-HRM; Impact of HRM practices on organisational performance; HR audit, Contemporary issues in human resource management. [09]

Text Books

1. Aswathappa, K., *"Human Resource Management",* Tata McGraw-Hill, New Delhi.
2. Decenzo, D.A. and Robbins, S. P., *"Fundamentals of Human Resource Management",* Wiley, India.

References:

1. Pande Sharon and Basak Swapnalekha (2012), *"Human Resource Management-Text and Cases"*, 1st Edition, New Delhi, Pearson Education.
2. Mondy, A. W. and Noe, R. M., *"Human Resource Management",* Pearson Education.
3. Rao, V. S. P., *"Human Resource Management: Text and Cases",* Excel Books.

Note: Latest edition of text book and references must be used.

Scheme Version – 2018	Food and Beverage Service Practical	L	T	P	C
	Apply to Program: BBA AAM – II Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP - 162	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	The objective of this course is to develop the very basic manners & ethics among hospitality students about the food & beverage operations so that when they step into the industry they should be able to prove themselves as an asset to the organization and can be remembered by their guests.				
Subject Outcome					
1	This will help to understand the basic concepts of Food and Beverage services				
2	To understand the types of Services used in the airlines and hospitality industry.				
3	To guide the student about the types of menu using at international level				

List of Practical :

Sr. No.	Name of Practical
1	Grooming standard of F & B Personnel. Carrying five friends
2	Layout of American Breakfast
3	Layout of English Breakfast
4	Layout of Continental &Indian Breakfast
5	Napkin folding, its types and actual folds were demonstrated & practised by students
6	Service of non alcoholic beverage, Tray setup for tea & coffee
7	Service of Cigar&cigrettes (Focus on lighting a cigar). Precaution taken while lighting
8	Clearance procedures followed in fine dining restaurants
9	Clearance procedures followed in fine dining restaurants
10	Restaurant procedures includes welcoming & seating
11	Restaurant procedures includes Misen Place

Scheme Version – 2018	Tourism Products: Europe & America	L	T	P	C
	Apply to Program: BBA AAM – II Semester	0	0	3	1.5
	Prerequisite: Nil	Total hours =			
Subject Code: AAP-172	Marks : 100				
	Internal: 60	External: 40			
	Objectives				
	This subject is introduced to give the knowledge about the International tourism along with the famous tourist destinations. This will help to understand the world tourism destinations with country facts and figures.				
Subject Outcome					
1	This will help in learning of destinations and attractions of International countries				
2	To get the practical exposure about the tourism based location of world.				

List of Practical :

- Locate and Label the countries of US and their capital on the Map of US/World.
- Locate and label the destinations/attractions of Canada on the map of Canada/World.
- Locate and label Bird and wildlife sanctuaries - National parks of Canada on the Map of Canada
- Locate and label Tourist attractions of Canada on the map of Canada/World.
- Locate and label the International airports on the map of America/world
- Locate and label major tourist attractions of North America on the map of USA/World.
- Locate and label the tourist attractions of Brazil on the Map of Brazil/America
- Locate and label the tourist attractions of Mexico on the Map of Mexico/America
- Locate and Label the countries of Europe and their capital on the Map of Europe.
- Locate and label the Attractions of France on the map of France/World.
- Locate and label the International airports on the map of Europe/world.
- Locate and route the Euro rail network on the Map of Europe.
- Locate and label the Mountains of Switzerland on the map of Switzerland/World.
- Locate and label the historical man made attractions of Spain on the map of Spain/World.
- Locate and label the Attractions of Sweden on the map of Sweden/World.

Reference books/ materials

1. Specific Country Guide Books of Lonely Planet Publication
2. DK Eyewitness Travel Guide: Europe
3. A.K Bhatia – International Tourism Mgt
4. International Geography for Travel and Tourism by John P. Wrades

Scheme Version – 2018	Communication Skills	L	T	P	C
	Apply to Program: BBA AAM – II Semester	3	0	0	3
	Prerequisite: Studied English Language upto senior secondary	**Total hours =**			
Subject Code:	**Marks : 100**				
	Internal: 40	External: 60			
	Objectives				
UCT-182	The Communication Skills Course aims to augment students overall communication and interpersonal skills by making them realize the importance of good oral and written English communication skills in professional life. To enrich their reading capability with special emphasis on expanding vocabulary and grammatical formations. To build exceptional LSRW skills by correcting grammatical errors and pronunciation through practice.				

Subject Outcome	
1	The student would be able to produce contextual written text and speech.
2	Students would be able to write for short compositions, in the form of paragraph writing, business correspondence etc.
3	Students would have the strategic competence to use both spoken & written language in a wide range of communication.
4	Student would demonstrate linguistic competence- through accuracy in grammar, pronunciation and vocabulary.
5	Student will be able to speak fluently through regular practice and speaking drills.

Unit -1

Business Communication: Meaning, importance, process, models and types, barriers to effective communication, verbal and non-verbal communication, Techniques for building LSRW Skills.

Reading Skills: The students will be required to read the book: **Using English - A Course book for undergraduate learners,English for Engineers and Technologists***

Reading: UNIT- HUMOUR

UNIT - TECHNOLOGY WITH A HUMAN FACE*

Writing: Paragraph writing, reading comprehension

Listening: Vowel sounds, stress and intonation

Speaking: Greeting, taking leave, introducing oneself and others

Grammar: Parts of Speech, articles,modal verbs

Vocabulary: Word formation-Prefixes, suffixes and compounds,homonyms, homophones, homographs

Unit -2

Ethics in Communication- Significance, Factors, Dilemmas in Ethical Communication

Reading: UNIT- INSPIRATION

UNIT-CLIMATE CHANGE AND HUMAN STRATEGY*

Writing: Précis writing, Leave Application, permission letter,business letters - sales, request, order, inquiry, acknowledgement, complaint and collection letters, memorandum writing, office order, circular, various types of notice writing.

Listening: Consonant Sounds

Speaking: Social Etiquette,interrupting and making polite conversation

Grammar: Tenses, concord (subject-verb agreement),punctuation
Vocabulary: One-word substitutes, synonyms, antonyms, collocations

Unit -3

Cross-cultural Communication – Significance, elements, cultural context and barriers to Cross Cultural Communication
Reading: UNIT- SUSTAINABLE DEVELOPMENT
UNIT-EMERGING TECHNOLOGIES*
Writing: Summarizing, note making and note taking, Email Writing, digital content writing (blogs and websites)
Listening: Listening to details and taking notes-points and sub-points, listening for the theme and gist
Speaking: Making request, apologizing and listening
Grammar: Narration, voice, transformation and correction of sentences
Vocabulary: Collocations, idioms

Text books

Note: The reader for Engineering students is marked with a (*)

1. Suggested Reading: Board of Editors, Using English - A Course book for undergraduate learners, Orient Blackswan, Hyderabad (2016)

2. *Suggested Reading for Engineering: Board of Editors, *English for Engineers and Technologists*. Orient Blackswan, Hyderabad (2016).
3. Professional Communication Skills - Study Material and Workbook, Chandigarh University.

Reference

1. Lesikar R.V.; Petit J.D., Business Communication, Tata McGraw (2015), New Delhi.

2. Chaturvedi, P.D. and Chaturvedi, M; Business Communication, Pearson Education (2015), New Delhi.
3. Juneja, Om and Mujumdar A; Business Communication: Techniques and Methods, Orient Blackswan (2015), Hyderabad.
4. Raman, M. and Sharma, S; Technical Communication-Principles and Practice, Oxford University Press (2016), New Delhi.
5. Flately, Business Communication, Mc GrawHill, New York.
6. Murphy, R., Elementary Grammar, Cambridge University Press (2014), UK.
7. Murphy, R., Essential Grammar in Use, 4th Edition Cambridge University Press (2013), UK.
8. Hewing, Martin, Advanced English Grammar, Cambridge University Press (2012), UK.

Scheme Version – 2018	Communication Skills Practical	L	T	P	C
	Apply to Program: BBA AAM – II Semester	0	0	2	1
	Prerequisite: Studied English language upto senior secondary	**Total hours =**			
Subject Code: UCP-192	**Marks : 100**				
	Internal: 60	External: 40			
	Objectives				
	To equip students with listening, reading and speaking skills necessary for academic, professional and cultural situations. To foster self-confidence and positive attitude in students' ability to communicate. To monitor, remediate and strengthen comprehensible pronunciation.				
Subject Outcome					
1	Student would be confident in listening and speaking skills necessary for interaction in academic, professional and cultural situations				
2	Student would use language effectively for group discussions and public speaking				
3	The students would use non-verbal skills appropriate to the social environment.				
4	The student would be self aware and enhance soft skills for the professional world.				
5	The student would use correct intonation, stress, pronunciation and neutral accent to communicate in English.				

Unit -1

Soft Skills: Self Awareness- Personal attributes, SWOT Analysis
Verbal Skills: Art of Public Speaking- just a minute, extempore, news discussion
Non-Verbal Skills: Positive body language, posture, gestures, symbols and signs
Listening Skills: Listening exercises-1 & 2, vocabulary building-1 & 2
Phonetics: Classification of Speech Sounds, Vowel sounds, Introduction to phonetic symbols

Unit -2

Soft Skills: Goal Setting, Time Management
Verbal Skills: Art of self introduction, extempore, cross talk, news discussion
Non-Verbal Skills- Social Etiquette, Personal appearance and grooming
Reading Skills: Reading Comprehension -1 & 2, vocabulary building-3 & 4
Phonetics: Consonant Sounds

Unit -3

Soft Skills: Stress Management **; Verbal Skills:** Greetings, Making Requests
Reading Skills: Reading Comprehension -3 & 4, vocabulary building-5 & 6
Speaking Skills: Group discussion; **Phonetics:** DiphthongsSounds, Stress & Intonation rules
Software Support

1. Globarena EL- Client Software for Communication Skills, Hyderabad.

Reference

1. Sethi, J., Dhamija, P.V., A Practice Course in English Pronunciation, Prentice Hall of India, New Delhi.
2. Roach P., English Phonetics and Phonology: A Practical Course (English), Cambridge University Press, 4th Edition,UK.
3. O'Connor, J. D., Better English Pronunciation, 2nd Edition, Cambridge University Press, (2012), UK.
4. Hornby, A.S. Oxford Advanced Learners Dictionary of Current English, 7th Edition, Oxford University Press, UK.

Semester - III

AAT-203 **Geography of Tourism** **3-0-0-3**

Course Objective: This paper is very unique for the budding tourism professionals to understand and to be familiar with the global geography with reference to tourism.

Course Content

Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World's Climatic Zones, Latitude & Longitude.	[7]
IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time	[10]
Planning Travel Itineraries, Qualifying the Customer, Planning Air Itineraries, Resources for Research.	[7]
Local Currencies around the World, Types of Local Currencies, Local Currencies & Country Currency Codes	[7]
Modes of Transport around the World, Development of World Transport Modes, Future trends in Intercontinental Transport.	[8]

Text Books

1. Burton, R. Travel Geography. Pitman Publishing, Marlow Essex.
2. Boniface B. & Cooper, C. Worldwide Destinations: The Geography of Travel & Tourism. Oxford Butterworth Heinemann, London

References:

1. C. Michael Hall & Stephen J. Page .The Geography of Tourism and Recreation-Environment, Place and Space. Third Edition, Routledge, London.
2. Travel Information Manual, IATA, Netherlands, 5. World Atlas
3. Hall, M ,Geography of Travel and Tourism, Routledge, London.

Note: Latest edition of text book and references must be used.

AAT-213 **Customer Services** **3-0-0-3**

Course Objective: It would entitle the students to learn and inculculate set of skills required for providing a qulity services to the customers.

Course Content

Who is a customer? internal customer, external customer Who is a service provider? Why are some service providers better than others? Who is a satisfied/ dissatisfied customer? What are the consequences of satisfied/ dissatisfied customers? [8]

What is Quality? What is customer satisfaction? What is customer delight? Standards of Customer Service. [7]

Key areas of customer care; The product or the service itself; Sales and promotion of the service After sales support to the customer, Organizational culture. [8]

Customer Feedback, feedback tools Converting Customer care philosophy into everyday action Developing customer trust and loyalty - online Grooming and Etiquette Telephone Handling Skills. [8]

Complaint Management, Transactional Analysis in Customer Care, Customer care in airlines, Customer care in hotels, Case studies and Role Plays. [8]

Text Books

1. Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.

References:

1. **V. Kumar, Werner Reinartz, Customer Relationship Management: Concept, Strategy, and Tools, Springer Publications, Heidelberg New York Dordrecht London.**
2. Francis Buttler, Customer Relationship Management: Concepts and Tools, Taylor & Francis, ebook.

Note: Latest edition of text book and references must be used.

AAT-223 **Tourism Management** **3-0-0-3**

Course Objective: The course would provide the knowledge of management aspects linked to tourism and would enlightened the students know-how about different dimensions of tourism organisations .

Course Content

Introduction- Definition of management concept-Development of management-managerial skills of tourism-management of tourism-components of tourism accommodation-attractions-accessibility-management of environment. [8]

Management of tourism marketing-segmentation-marketing mix-tour pricing- types of demand and supply and marketing research. [7]

Nature and classification of tourism- Basic nature of tourism, Nature of tourism: Leiper's Model, Tourist Generating Regions (TGR), Transit Regions (TR) ,Tourism Destination Regions (TDR), Varied benefits of tourism, Indian concept of classification of tours/tourism. [8]

Tourism planning- Need for tourism planning, Essentials of planning, Eight point planning process, Aims of tourism planning, Significance of planning. [7]

Infrastructure of tourism management- Structural components, Important tourist services, The seasonal character of tourism, Suggestions for improvement of tourism, Tourism organisational set up in india- Structure of department of tourism, NTO & its Functions [9]

Text Books

1. Dasgupta, Devashish (2010). Tourism Marketing. New Delhi: Pearson Education. (L)
2. Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi: Macmillan India Limited. (L)

References:

1. Douglas Pearce , Tourism Today - A Geographical Analysis - Longman Group vk Ltd.
2. Pran Seth , Successful Tourism Management, Sterling Publishers Pvt., Ltd..
3. A.K. Bhatia, Tourism Development.- Principles and Practices. Sterling Publishers Pvt.,Ltd

Note: Latest edition of text book and references must be used.

AAT-233	Business Accounting	3-0-0-3
Course Objective: To acquire conceptual knowledge of the financial accounting and to provide knowledge about the techniques for preparing accounts in different business organizations.		
Course Content		
	Theoritical Framework: Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. Generally Accepted Accounting Principles and Conventions, Accounting Standard v/s International Accounting Standards. **Accounting Process:** From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditures & Receipts, Depreciation, Preparation of Profit and Loss Account and Balance Sheet. (Sole Proprietorship only).	[12]
	Sectional and Self-balancing System: Introduction, advantages and disadvantages, scheme of entries (including effect and rectification of errors), transfer from one ledger to another, contra balances in ledger, self-balancing ledgers vs. sectional balancing ledgers.	[8]
	Insurance Claims: Claims on account of loss of stock, loss of profit or consequential loss, loss of fixed assets, application of average clause, self-insurance and co-insurance, Entries in books of accounts, Workmen compensation insurance.	[8]
	Consignment Accounts: Important terms, Accounting records, Books of Consigner and consignee, Valuation of unsold stock, Conversion of consignment into branch, loss of goods—normal and abnormal. **Joint Venture Accounts:** Meaning of Joint Venture, Accounting records, Difference between Joint Venture and Partnership, Joint Venture vs. Consignment.	[11]
SUGGESTED TEXT BOOKS		
1.	Mohamed Hanif and Mukherjee Amitabha., " *Financial Accounting"*, McGraw Hill Education, New Delhi.	
2.	Maheshwari, S.N., and Maheshwari, S. K., "*Financial Accounting",* Vikas Publishing House, New Delhi.	
SUGGESTED REFERENCE BOOKS		
1.	Anthony, R.N. and Reece, J.S., "*Accounting Principles*", Richard Irvin Inc.	
2.	Lal, Jawahar., and Srivastava, Seema., "*Financial Accounting Text & Problems"*, Himalaya Publishing House, New Delhi.	
3.	Tulsian, P.C., " *Financial Accounting"*, Tata McGraw Hill, New Delhi.	
4.	Elliott, Barry., and Elliott, Jamie., " *Financial Reporting and Analysis",* Prentice Hall International.	
5.	Horngren, Charles T., " *Introduction to Financial Accounting"*, Pearson Education.	
Note: Latest edition of text book and references must be used.		

	Foreign Language – I	**3-0-0-3**
	Offered by School of Liberal Arts	

MDC 003 **Environmental Studies** **3-1-0-4**

Course Objective

Environmental studies is one of the most important topics in the context of present civilization as the present status of environment is precarious and if proper and timely precautionary measures are not taken it has the potential to destroy many of the natural process that not only allows life to survive but also thrive. The objective of the course is to provide the student with an understanding of environmental issues.

Course Content

Environmental Science: Definition, scope and importance, Multidisciplinary nature. [02]

Ecology and Life Sustaining Process: Origin, evolution and diversification of life; natural selection; levels of selection. Ecosystem structure, functions; nutrient cycles; biomes; habitat ecology; primary and secondary productivity; Population ecology; metapopulation dynamics; growth rates; density growth; niche concept; Species interactions:. Biodiversity and bio conservation; genetic drift; biogeography and evolutionary ecology (Indian context only); gene-environment interaction; Endangered and endemic species of India. [06]

Present civilization and its engine: Empowerment through Science and Technology: Its power and its consequences. The strongest contemporary ideas of science and their consequences on society. Industrial Civilization and its engine. Economics and its limitations: meta economics Psychology: The Anatomy of Greed, Envy and Vanity (Freud's Psychoanalytic perspective, Hans Selye Stress Model; Self-regulation techniques) Unsustainable development. Traditional methods of protecting nature.

Suggested Case studies:

iii) Cultural Basics of our Environmental Crisis:
iv) Ecofeminism [06]

Natural Resources (Renewable and Non-renewable Resources): Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over-utilization of surface and Ground Water, Mineral resources – Use and exploitation, Role of an individual in conservation of natural resources.

Suggested Case Studies:

iii) What has posterity ever done for me?
iv) Energy policy and further future: The identity problem [05]

The story of Commons: Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, water logging, salinity, Drought, Earthquakes, Cyclones and Landslides.

Suggested Case Studies:

iv) The tragedy of commons:
v) We all live in Bhopal
vi) The Silent Spring; [06]

Social Issues and the Environment: Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear accidents and holocaust, Environmental Protection Laws in India. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. Role of Information Technology in environment and human health.

Suggested Case Studies:

iv) Earth the Crowded Planet
v) Famine Affluence and morality
vi) The world food supply [06]

Protection and Prevention of Environment with Special intervention:

Environment Protection and the Law:
Constitution Provisions Relating to Environment, Constitutional provisions about states powers concerning acquisition, regulation and distribution of natural resources (water, forests, mines, oil).

Primary Protective Laws:
Environment Protection Act, 1986, Water (Prevention and Control) Act, 1974, Air (Prevention and Control) Act, 1981, Forest Act, 1927, Forest Conservation Act, 1980, Biodiversity Act, 2002, National Environment Tribunal Act, 1995, National Environment Appellate Act 1997, the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, National Green Tribunal Act, 2010.

Secondary Laws:

Noise pollution regulations: Environment Impact Assessment (EIA), rules relating to waste management (Solid wastes, hazardous wastes, bio-medical wastes, The Costal Regulation Zone Notification). Role of information technology in environment and human health, Greenhouse, its effect, remedies and international declaration related to it. [06]

Sustainable Development (Objective and Application):
Introduction: Dysfunctional civilization, Vision of sustainable world, Satyagraha for Conservation, Buddhist Attitude towards nature , Buddhists Economics

Case studies

f. **Management Sciences**: Carbon Credits and Trading , green marketing and cause related marketing
g. **Science and Engineering Issues**: Organic farming, Renewable energy.
h. **Built Environments**: Sustainable site planning, management of waste and its reduction, Low energy building materials and its implications, embodied energy, different case studies
i. **Sustainable fashion**: Online study of eco-fashion brands; how India can lead?
j. Judicial activism [11]

Field Trip & Report writing: (Any one of the following)

vi) Visit to renewable energy site [04]

vii) Visit to biodiversity park
viii) Workshop on sustainable fashion
ix) Shekhawati and its environment
x) Morarka Foundation (organic farms) Nawalgarh/ Piplantri village Rajsamand district

Text Books

1. Environmental Science: A Global Concern, Cunningham William P. Saigo B Woodworth, McGraw-Hill Higher Education; Sixth Edition (2001)
2. Odum E. P. Barret G.W Fundamental of Ecology, 5 th Edition Cengage Learning, (2004)

References:

1. Environmental Law, S.C Shastri,5th Ed EBC Explorer, India, (2015)
2. Introduction to Psychology, C.T Morgan, R.A King, J.R. Weisz, J. R., & J. Schopler, International Student edition, Tata McGraw Hill, New Delhi (1986)
3. Small is Beautiful: Economics as if People Mattered E.F.Schumacher, Blond and Briggs, London (1973)
4. Heywood V.H. & Watson R.T. 1995. Global biodiversity assessment, Camb ridge Univ. Press
5. Our Common Future, Report on World Commission on Environment and Development United Nations Document(1987)
6. Al Gore, Dysfunctional Civilization: The Earth in Balance, Houghton, Mifflin, (1992)
7. Lester Brown, Christofer Favin, Sandra Postel, Vision of a Sustainable World, The Worldwatch Reader, Ed Lester R. Brown New York (1991)
8. W.P. Pruden and S.H. Anderson, Environmental Sciences, Charles. E., Meredith Publication, NY, USA(1983)

Mongraphs for suggested Case Studies :

9. Cultural Basics of our Environmental Crisis: Lweis W. Moncrief, Science Vol 170,508-12 (1970)
10. Ecofeminism: Karen J Warren Environmental Ethics, Vol 12 (1990)
11. Satyagraha for Conservation : Awakening the spirit of Hinduism: O. P. Dwivedi Ethics of Environment and Development, Edited by Engel and Engel, Bellhaven Press, UK (1990)
12. Buddhist Attitude towards nature: Lily De Silva, The Buddhist Attitude towards Nature, Ed: K.Sandell, Buddhist Publication Society, Sri Lanka (1987)
13. What has posterity ever done for me?: Robert Heilbroner, Times Magazine, New York (1975)
14. Energy policy and further future: The identity problem: Derek Parfit, Energy and the future , Eds MacLean and Brown, (1983)
15. The tragedy of commons: Grrettn Hardin, Science, 162 (1968)
16. We all live in Bhopal: George Bradford , Questing Technology, Freedom Press, US (1988)
17. The Silent Spring: Rachel Carson, Houghton Mifflin Co, US (1962)
18. Earth the Crowded Planet: Tristram Coffin, The Washington Spectator, Vol 17.15 (1991)

19. Famine Affluence and Morality: Peter Singer, World Hunger and Moral Obligation Ed William Aiken, Hugh, Lafollette, (1977)

20. The world food supply: Tristram Coffin, Washington Spectator, Vol 19.2, 1993

Note: Latest edition of text book and references must be used.

	Mody University Elective	**3-0-0-3**
	Offered by different Schools of University	

BS 251	Production and Operations Management	3-0-0-3
Course Objective		
This course introduces the students to the theory and practice of production management as a functional area in the management of business enterprise.		
Course Content		
	Introduction: Evolution, Need, Nature, Importance, Scope and Forecasting. **Plant Location and Utilities:** Steps in Location, Location Models. Utilities—Lighting, Ventilation, Air-conditioning, Sanitation, Noise Control.	[07]
	Plant Layout: Objectives of a good layout, Factors influencing layout, Principles of layout, Types, Significance, Layout Tools and Techniques.	[05]
	Job Design and Ergonomics: Objectives, Factors affecting Job design, Techniques of Job design, Machine- Worker interaction, Ergonomics- Meaning and Applications.	[07]
	Work Study: Definition, Importance, Benefits, Steps in work study. Method Study—Objectives, Advantages, Factors facilitating Method Study, Method Study Procedure, Recording Techniques, Motion Study—Importance, Principles, Work Measurement- Time Study. **Quality Control:** Definition, Importance, Quality Control Techniques, Statistical Quality Control- Advantages, Types of Control Charts—X, R, *p*, σ, *np*, C, OC-curve, Total Quality Management, Quality Circle.	[20]
Text Books		
1.	Aswathappa. K & Bhat, Shridhar. K; *Production and Operations Management*, Himalaya Publishing House, New Delhi.	
2.	Heizer Jay and Render Barry,"*Production & Operations Management*", Pearson Edu.	
References:		
1.	Goel, B.S; *Production Operations Management*, Pragati Prakashan, Meerut.	
2.	Adam & Ebert; *Production and Operations Management*, PHI, New Delhi.	
3.	Buffa & Sarin; *Modern Production/Operation Management*, John Wiley & Sons, New Delhi.	
4.	*Production/Operations Management*, MS-53 (IGNOU), New Delhi	
5.	Chase R B, Aquilano N J , Jacobs F R and Agarwal N, "*Production & Operations Management Manufacturing and Services*", Tata McGraw Hill	
Note: Latest edition of text book and references must be used.		

AAT-204	Travel Agency and Tour Operations	3-0-0-3

Course Objective: The student should be able to understand the nature, structure and working of Travel Agency. Also the learner will be able to comprehend the range of services provided by them and, highlights the intricacies involved in tourist services.Recent trends and changes in travel agency and tour operations will help them to have updated knowledge.

Course Content

	Travel Retailing-Travel Agency & Tour Operations, Functions of a Travel Agency, Departments of Travel Agency Package Tours & its Components, Client Handling activities in Travel Agency.	[6]
	Itinerary Planning-Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary, Itineraries for Inbound and domestic tourists:- Golden triangle, Rajasthan tour, kerela tour Popular outbound Itineraries of Singapore, Malaysia, Thailand , Europe Tour, Australia Tour	[7]
	Package Tours-Package tour and its components, Practical components of a standard package tour Designing & Costing of a package tour	[6]
	Visas-Difference between Passport and Visa Types of Passport & Visa Preparing Visa cases Formalities required for Various Visas like:- Schenegen, Dubai and Far East	[6]
	Forex-Basic overview of FOREX Forex Terminology- TCs, Cash currency, BTQ, LERMS	[6]
	How To Set Up a Travel Agency -IATA Rules and Regulations. **CASE STUDY DISCUSSION** (Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots) Thomas Cook, La Passage to India, Travelguru.com, BTA, Star Cruises: Overview.	[8]

Text Books

1.	Chand, M. Travel Agency Management: An Introductory Text.Anmol Publications Pvt. Ltd., New Delhi.	
2.	S. K., & Mishra, J. M. Tourism: Principles and Practices. Oxford University Press.	

References:

1.	Goeldner, C. R., & Ritchie, J. B. Tourism principles, practices, philosophies. John Wiley & Sons.	
2.	Jafari, J. (Ed.). Encyclopedia of tourism. Routledge.	
3.	Holloway, J.C. The Business of Tourism, London: Person Education Limited.	

Note: Latest edition of text book and references must be used.

AAT-214	Organisational Behaviour	3-0-0-3
Course Objective : To change the way students think about and analyze behavior in organizations so that students become a more thoughtful and effective employee, co-worker, and manager.		
	Introduction: Organisational Theories - Classical, Neo-classical and Contemporary. Organisational Behaviour: concepts, determinants, challenges and Formal and Informal structures; Flat and Tall structures. Opportunities of OB. Contributing disciplines of OB. Organizational Behaviour Models. **Individual Behaviour:** Personality- Type A and B, Big Five personality types, Factors influencing personality; **Values and Attitudes**- Concept and types of values: Terminal value and Instrumental Value. Component of attitude, job related attitudes, measurement of attitude; **Learning** - Concept and Learning theories and reinforcement, Schedules of reinforcement; **Perception and Emotions**- Concept, Perceptual process, Importance, Factors influencing perception, perceptual errors and distortions, Emotional Intelligence.	[15]
	Group Decision making and Communication: Concept and nature of decision making process, Individual versus group decision making. Nominal group technique and Delphi technique. Communication and Feedback, Models of Communication. Transactional Analysis, Johari Window.	[5]
	Motivation: Meaning and Importance of motivation, Theories- Vroom's Valence - Expectancy Theory, Intrinsic motivation by Ken Thomas .Behaviour modification, Motivation and organisational effectiveness, Measurement of motivation using standard questionnaire; **Leadership, Power and Conflict:** Concept and theories, Styles of leadership, Behavioural approach, Situational approach, Leadership effectiveness. Power and conflict. Bases of power, power tactics; Sources of conflict, Conflict Resolution Strategies.	[11]
	Dynamics of Organisational Behaviour: Organisational Culture and climate- Concept and determinants of organisational culture. Developing Organizational culture. Organisational change- Importance, Stability vs. Change, Proactive vs Reaction Change, Change Process, Managing Change. Individual and organisational factors to stress; Work Stressors, Consequences of stress on individual and organization; Prevention and Management of stress.	[8]
Text Books		
1.	Stephen P. Robbins, Timothy A. Judge, and Vohra Neharika, *"Organizational Behavior"*, 16th Edition, New Delhi, Pearson Education.	
2.	John W. Slocum and Don Hellriegel , Fundamentals of Organizational Behavior", 1st Edition, New Delhi, Thomson.	
References:		
1.	Fred Luthans , *"Organizational Behavior-An Evidence-Based Approach"*, 12th Edition, New Delhi, McGraw Hill.	
2.	Margie Parikh and Rajen Gupta, *"Organizational Behavior", 1st Edition,* New Delhi, McGraw Hill.	
3.	Udai Pareek and Sushama Khanna, "*Understanding Organizational Behavior"*, 3rd Edition, New Delhi, Oxford University Press.	
Note: Latest edition of text book and references must be used.		

AAT-224	Tourism Planning & Development	3-0-0-3
Course Objective: Having studied Tourism Planning and Development, the students will be able to describe theories of tourism planning and development. It will outline different approaches to tourism planning..It would describe the elements of a tourism policy model and how these elements are used to form a tourism policy for a destination.To outline the tourism planning process and different phases of that process. To analyze the tourism development of a destination.To explain different strategies of managing tourism growth.		
Course Content		
	Concepts of Tourism development policy, Definition & characteristics of policy, Principles of policy formulation, Levels of tourism development policy, Stakeholders in tourism development policy formulation.	[6]
	Concept of Tourism Development Planning, Definitions and Concepts of Tourism Planning, Principles of Tourism planning (meaning, objective, types, characteristics etc), Key Players in Tourism Development Planning.	[8]
	Stages of Tourism Development Planning: VMO (Vision, Mission & Objective Formulation), Survey of the existing situations, Analysis & Synthesis Of the existing situations, Plan formulation: developing strategies, Implementation, Monitoring and Evaluation.	[9]
	Considerations in Tourism Development Policy and Planning, Environmental Consideration, Economic Consideration, Community Consideration, Political Consideration, Institutional Consideration, Facilities Standard Consideration.	[9]
	Case Studies -Understanding the success and failure factors of different cases around the world.	[7]
Text Books		
1.	Gunn, C.Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.	
2.	Swain, S.K. & Mishra, J.M.Tourism Principles & Practices. Oxford University Press, New Delhi.	
References:		
1.	Morgan, N, Pritchard, A &Pride, R. Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann .	
2.	Butler, R.W. Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.	
3.	Tang, C.H. & Jones, E.E. Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.	

AAT-234	Tourism Organizations	3-0-0-3
Course Objective: The course would provide the knowledge about the organisation structure of different tourism organisations, about their product & services and their working culture and environment.		
Course Content		
	Introduction To Luxury Railways Luxury Trains in India Royal Rajasthan on Wheels Golden Chariot Deccan Odessy	[8]
	Travel and Tourism Organizations IATA History, Growth and Development, IATA Goals, IATA Approval Membership UFTAA Introduction, Membership, Functions FHRAI Introduction, Membership, Functions.	[8]
	Travel Agency and Tour Operations Business Kuoni, Destination Management, Principle Services Offered Thomas Cook, Introduction, Principle Services Offered.	[8]
	Accommodation Sector Oberoi Hotels, Introduction, Activities of the Group , Oberoi/Philae Nile Cruiser, The Oberoi -New Delhi ,The Oberoi Vanyavilas-Ranthambore.	[8]
	Aviation Industry Jet Airways, Introduction Products and Services Kingfisher Airlines Introduction Products and Services	[7]
Text Books		
1.	Mohinder Chand. Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.	
2.	Cook, R.A; Marqua, J & Yale, L.J. Tourism: The Business of Travel. New York: Pearson Education	
3.	Bhatia A.K. International Tourism Management, Sterling Publishers, New Delhi.	
References:		
1.	Fontgalland,B.De.The World Railway System. New York: Cambridge University Press	
2.	The Business of Tour Operations, London: Pitman.	
3.	Pender,L. Travel Trade and Transport. New York: Coninnum	
Note: Latest edition of text book and references must be used.		

	Foreign Language – I I	3-0-0-3
	Offered by School of Liberal Arts	

	Mody University Elective	3-0-0-3
	Offered by different Schools of University	

BS 252	**Business Ethics and Corporate Governance**	**3-0-0-3**

Course Objective

The main objective of this course is to provide students with the basic skills concerning business ethics, governance and corporate social responsibility. Additionally, students should understand the role of ethics, corporate responsibility and sustainability in business activities and evaluate business practices in these fields.

Course Content

	Introduction: Business Ethics, Business Values, Inner Consciousness, Ethical Theories **Indian Management Ethos** : Basic Principles of Indian Ethos for Management, Ethics in work life according to Bhagvad-Gita, Detached Involvement (Nishkam-Karma) and Attached Involvement (Sakam-Karma),Kautilya and Management. Relevance of Gandhian thought for the contemporary managers, Ethics and Corporate Excellence.	[12]
	Corporate Social Responsibility: CSR in India, Social Responsibility of Business, Social Responsibility of Business towards different groups, Promoting Value-based Governance in organizations.	[10]
	Corporate Governance: Introduction, Evolution of Corporate Governance and development in India, Shareholder Rights, Overview of Corporate Governance Forums, Corporate Governance and other stakeholders, Whistle- Blower Policies, Ombudsman.	[08]
	Sustainability: Meaning, Scope, Sustainability Terminologies and Meanings, Corporate Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.	[09]

Text Books

1.	Bob Tricker, *Corporate Governance-Principles, Policies, and Practice* (Indian Edition), Oxford University Press, New Delhi.	
2.	Balasubramanian, N., "*Corporate Governance and Stewardship*", Tata McGrawHill, New Delhi	

References:

1.	Mallin, Christine A., *Corporate Governance (Indian Edition*), Oxford University Press, New Delhi.	
2.	S.A. Sherlekar, *Ethics in Management*, Himalaya Publishing House, 2009	
3.	Beeslory, Michel and Evens, *Corporate Social Responsibility*, Taylor and Francis,	
4.	Bob Tricker, *Corporate governance- Principles, policies and practices*, Oxford University Press.	
5.	W.H. Shaw, *Business Ethics*, Cengage Learning.	

Note: Latest edition of text book and references must be used.

AAT-305	Airlines Marketing	4-0-0-4
Course Objective: Upon completing this course students will have the skills to articulate latest airline industry marketing & commercial trends, evaluate the latest airline products and services, Integrate marketing strategy into all business decisions.		
Course Content		
	Industry trends and performance, Airline business models, e.g. network, low cost , The marketing planning process,The Marketing Mix (the 7 P's) , Promotional and PR activity.	[12]
	Brand and product management, Pricing, Revenue management, Channel strategy, Market segmentation, Targeting and Positioning, Customer focus and loyalty programs (FFP),The Social Media revolution.	[9]
	The evolution of technology and its impact in customer engagement and marketing methodologies,Developing marketing processes & strategies in alignment with organizational objectives, The current airline business environment and its impact on airline marketing.	1[2]
	Impact of technology on distribution and communication channels, best practices including social media,Market environment scanning & market research methodologies, Developing a marketing plan and strategy in a case study approach, how to satisfy the needs of target audiences.	1[0]
	How to create value for customers & communicate value to customers, Airline alliances & marketing: benefits & drawbacks, Practical strategies for managing your marketing plan efficiently.	[9]
Text Books		
1.	Stephen, Shaw. Airlines Marketing & Management, Ashgate (7th Ed.)	
References:		
1.	Rigas Doganis, Flying Off Course : Airlines Economics & Marketing, Routledge (5th Ed.)	
2.	**Philippe Malaval,Aerospace Marketing Management: A Handbook for the Entire Value Chain,Springer.**	
3.	**Birgit Kleymann. Managing Strategic Airline Alliances (Ashgate Studies in Aviation Economics and Management),Kindle.**	
Note: Latest edition of text book and references must be used.		

AAT-315	Airport Operations	4-0-0-4

Course Objective: This Operational Module provides a framework of the civil airport operation in a practical context and prepares you for the following modules. Gain insight into how the civil aviation operation has responded to technological change and increased threat perception, This is an intensive module that utilizes case studies, classroom discussions and lectures, requiring both a pre-course assignment as well as case study preparation.

Course Content

	Overview of the airline industry: link between Airline and transportation, Effects of technological developments and innovation on Airport operation, Effective management and leadership skills in the Airport business , The threat to civil airport, the way we are post-9/11. Threat assessment and risk management, Security management systems and culture, Passengers security, Cargo security, Security quality control .	[8]
	Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards	[8]
	Standard envelopes for traffic documents: Use of Airlines Documents, Guidelines for Establishing Aircraft Ground Times, Common Use Terminal Equipment (CUTE) Systems, Aircraft Emergency Procedures, Aircraft/Airport Security Procedures, Quality Management System, Performing Airport Handling Quality Audit, E-Invoicing Standards	[8]
	Facilitation and security and contingency planning: Passenger Handling , Class or Type of Fare , Denied Boarding Compensation, Inadmissible Passengers and Deportees, Items Removed from a Passenger's Possession by Security Personnel, Hold Loading of Duty-Free Goods , Dangerous Goods in Passenger Baggage : Fuelling with Passengers Onboard or During Embarkation/Disembarkation, Recommendations for the Handling of Passengers with Reduced Mobility (PRM), Acceptance and Carriage of Passengers with Reduced Mobility (PRM), Carriage of Passengers with Communicable Diseases, General Guidelines for Passenger Agents in Case of Suspected Communicable Disease.	[9]
	Baggage handling: Interline and On-Line Transfer Baggage, Baggage Theft and Pilferage Prevention, ULD, Baggage Codes for Identifying ULD Contents and/or Bulkloaded Baggage, Cargo/Mail Handling, Preparation for Loading of Cargo, Securing of Load, Collection of Sacks and Bags , Handling of Damaged Cargo, Handling of Pilfered Cargo , Handling Wet Cargo, Handling Perishable Cargo, Handling and Protection of Valuable Cargo , Handling and Stowage of Live Animals, Handling of Human Remains , Acceptance Standards for the Interchange of Transferred Unit Load Devices, Handling of Battery Operated Wheelchairs/Mobility AIDS as Checked Baggage, Handling, Mail Documents , Aircraft Documents Stowage, Special Load—Notification to Captain (General, Special Load—Notification to Captain , Special Load— Notification to Captain	[10]
	Cargo trends and forecasts: Cargo operations DGR,LAR, Aircraft Handling and Loading, Provision and Carriage of Loading Accessories, Tagging of Unit Load Devices , Storage of Unit Load Devices , Continued Airworthiness of Unit Load Devices , ULD Build-up and Breakdown , ULD Transportation , ULD Operations Training and Qualification, Operating of Aircraft Doors, Aircraft Ground, Stability—Tipping , Potable Water Servicing, Aircraft Toilet Servicing, Bulk Compartment Load Limitation Handling/Bulk Loading of Heavy Items, Handling and Loading of Big Overhang Items, LOAD CONTROL, Load Control , Terms and Definitions.	[9]

Text Books

1.	Rigas Doganis, Flying Off Course Routledge (4th Ed.)	
2.	Pearson Stephan Holloway,Straight and Level: Practical Airline Economics, Ashgate (2nd Ed.).	

AAT-325	Aviation Safety & Security	4-0-0-4
Course Objective: This advanced course introduces participants to the key tools to manage a performance-based safety & security management system. The processes examined are equally applicable to airline, airport, air traffic management and other aviation operations.		
Course Content		
	Current threats to the aviation industry, Aviation security regulations and the international organizations behind them, Airport access control for people and vehicles, Passenger, baggage, cargo, mail and catering security basics, Common airport and in-flight security measures for responding to threats.	[7]
	Implementing international and national security legislation-Learning AVSEC procedures and developing skills by practice, International aviation security regulations and strategies, Applying ICAO and IATA security manuals; Responding to major security emergencies- Utilizing a unique computerized gaming simulation software, Current and emerging threats, An introduction to terrorism and terrorist methods, Threat assessment and risk management, Contingency planning, Crisis management.	[11]
	Identifying and managing security risks, Assessing threats in reference to the most current trends,The legal framework of international aviation security, The concept and implementation of aviation security, Emergency planning and response, Integrating human factors into an organization, Building a security culture in non-security personnel, Communicating with stakeholders in counter security entities in emergency situations .	[7]
	ICAO SMS concepts refresher, Overview of safety management, Hazard and risk management- The full cycle of hazard identification, risk control and risk assurance, System Safety Deficiencies, The proactive way of identifying hazards though the operations process analysis, Issues relating to Human Factors and risk visibility ; ICAO requirements- State Safety Program (SSP), Safety Management System, Acceptable level of safety performance.	[8]
	SMS operation- Key appointments, structure and committees, Hazard management mechanisms, Data management, Change management, How risk culture and risk management can be implemented for daily line operations (ground and flight) ; Safety assurance- Safety assurance methodology, Acceptable level of safety performance, Performance Measurement, Continuous improvement , Strategic integration; The Cost of safety- Main business drivers for safety , Cost of safety , Resource needs	[11]
	Smart Security-Innovative lane configurations, Security scanners, advanced cabin baggage screening, risk based approaches ; benefits of smart security, passenger screening, cabin baggage screening,alternative detection methods and unpredictability, checkpoint environment & management, centralized image processing (CIP), risk based differentiation.	[8]
Text Books		
1.	Stephan Holloway , Straight and Level: Practical Airline Economics, Ashgate	
2.	IATA Foundation in Travel & Tourism Course e Textbook (5.16 Revised Edition).	
References:		
1.	OAG Schedules, Official Airline Guide , Dunstable ,UK.www.oag.com	
2.	Diana M. Stancu, AVSEC Conventions: beyond Chicago, until Beijing in Aviation Security International, Vol. 16, Issue 5 (pp. 11-13)	
3.	Robert W. Poole, Risk Based Aviation Security, Joint Transport Research Center.	
4.	K. Jack Riley, Air Travel Security Since 9/11, Rand Corporate Publication.	
Note: Latest edition of text book and references must be used.		

AAT-335	Cargo Operations	3-0-0-3
Course Objective: Growing international trade calls for an understanding of cargo management and related issues. Study of cargo management is apparent in today's scenario.		
Course Content		
	Growth and development of air transport industry and freight industry: Relevance and importance of cargo industry, Freedoms of air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IATA and ICAO & FIATAA.	[9]
	World geography: IATA 3 letter codes, time differences, calculations of transportation time/flying time. IATA airlines codes, country codes, city codes, currency codes etc.OAG Air cargo guides, TACT rates & rules.Air craft cargo configuration, capacity familiarization, limitations of weight and special loads.	[8]
	Packaging, marking, labelling: Packaging, marking and labelling of consignment, acceptance of cargo, Airway bill and its completion and valuation charge.	[8]
	Cargo rating: Rating of Published tariff-Air Cargo, G.C.R., S.C.R, C.C.R.	[7]
	Unpublished rate: Construction of Unpublished tariff -ADD ON and LCP rate structures.	[7]
Text Books		
1.	Michael Sales, (2013) The Air Logistics Handbook: Air Freight and the Global Supply Chain,Paperback (2nd Ed.)	
References:		
1.	Travel Industry - Chunk, James and Dexter	
2.	OAG and the Air Cargo Tariff both Red and Green	
Note: Latest edition of text book and references must be used.		

AAT-345	**Airlines Operations**	**3-0-0-3**
Course Objective: The paper will help the students to know about the functions of airlines transportation system in the world vis-à-vis India.		
Course Content		
	Air Transport: Types of Airlines, Types of Airport & Its Facilities and Services, Inflight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) &Its Roles and Functions.	[7]
	Airport terminals, Departure formalities , Transit Areas, Arrival formalities, Fast travel.	[6]
	Airlines Product & Services : Airline Alliance Networks, Airline loyalty programs, Alliances & Frequent Flyer Programs, Cabin Classes , Booking Class Codes, Aircraft Seat Configuration & Seat Assignment, Cartegories of Special Passengers types, Special Meals, Wheelchairs, Pre-flight & In-flight product & services , Ancillaries , Baggage Allowance.	[7]
	Interpreting flight timetable : Sources of flight schedule information, Types of Aircrafts, Online Web based Timetables, Timetables displayed in a GDS, Phonetic Alphabet.	[6]
	Industry Codes, Terminology & Definitions, Two character airline codes, transmitting reservation information to airlines, service information field, miscellaneous abbreviations.	[6]
	International Air Transport Regulations, Warsaw Convention, Montreal Convention,Chicago Convention & ICAO, bilateral agreements.	[7]
Text Books		
1.	Bhatia A.K. (2011), International Tourism Management, Sterling Publishers, New Delhi.	
2.	Mohinder Chand (2007) Travel Agency Management: An Introductory Text. New Delhi:Anmol Publications Pvt. Ltd.	
3.	IATA Foundation in Travel & Tourism Course e Textbook (5.16 Revised Edition).	
References:		
1.	OAG Schedules, Official Airline Guide , Dunstable ,UK.www.oag.com	
2.	Cook, R.A; Marqua, J & Yale , L. J.(2006). Tourism: The Business of Travel. New York: Pearson Education.	
3.	Travel Information Manual, IATA, Netherlands, 2012. 5. World Atlas.	
Note: Latest edition of text book and references must be used.		

Syllabus

MBA (Integrated)
(w.e.f. 2017)

MODY UNIVERSITY OF SCIENCE &TECHNOLOGY
(ISO 14001:2004 certified)
(State University under section 2/f of the U.G.C. Act 1956)
Lakshmangarh – 332 311, Distt. – Sikar (Rajasthan)
Website: www.modyuniversity.ac.in

Programme: Dual Degree (BBA)-(MBA)

Programme Level: Undergraduate **Duration:** Five Years (Ten Semesters)

Curriculum Structure (2016-17 onwards)
First Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Autumn Semester	EL 101	Foundation Course in English	2	-	-	2	3	25	25	50
	BM 121	Principles of Management	3	-	-	3	3	25	25	50
	FA 141	Financial Accounting	3	-	-	3	3	25	25	50
	EM 121	Microeconomics	3	-	-	3	3	25	25	50
	FA 111	Business Statistics	3	-	-	3	3	25	25	50
	CA 111	Fundamentals of Computers and Information Technology	3	-	-	3	3	25	25	50
	CA 141	Application Software Laboratory	-	-	4	2	4	25	25	50
	MDC 003	Environmental Science	3	1	-	4	3	25	25	50
		Sub Total	**20**	**1**	**4**	**23**				
	GE 103	Proficiency (Non-Credit) #	-	-	-	1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Spring Semester	BM 162	Business Communication	3	-	-	3	3	25	25	50
	BM 132	Organisation Behaviour	3	-	-	3	3	25	25	50
	BM 152	Entrepreneurship Development	3	-	-	3	3	25	25	50
	EM 122	Macroeconomics	3	-	-	3	3	25	25	50
	FA 162	Cost Accounting for Managers	3	1	-	4	3	25	25	50
	CA 192	Database Management System	3	-	-	3	3	25	25	50
			18	**-**	**-**	**19**				
	GE 104	Proficiency (Non-Credit) #	-	-	-	1				

Curriculum Structure (2016-17 onwards)
Second Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Autumn Semester	BM 231	Marketing Management-I	3	-	-	3	3	25	25	50
	BM 241	Human Resource Management-I	3	-	-	3	3	25	25	50
	BM 251	Business Regulatory Framework-I	3	-	-	3	3	25	25	50
	FA 241	Financial Management-I	3	-	-	3	3	25	25	50
	BM 261	Management Information System and Knowledge Management	3	-	-	3	3	25	25	50
	FA 211	Corporate Accounting	3	-	-	3	3	25	25	50
		Foreign Language-I ‡	3	-	-	3	3	25	25	50
		Sub Total	**21**	-	-	**21**				
	GE 203	Proficiency (Non-Credit) #	-	-	-	1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Spring Semester	BM 232	Marketing Management-II	3	-	-	3	3	25	25	50
	BM 242	Human Resource Management-II	3	-	-	3	3	25	25	50
	BM 292	Business Regulatory Framework-II	3	-	-	3	3	25	25	50
	FA 242	Financial Management-II	3	-	-	3	3	25	25	50
	BM 262	Electronic Commerce	3	-	-	3	3	25	25	50
	FA 214	Basic of Taxation Laws	3	-	-	3	3	25	25	50
		Foreign Language-II ‡	3	-	-	3	3	25	25	50
		Sub Total	**21**	-	-	**21**				
	GE 204	Proficiency (Non-Credit) #	-	-	-	1				

‡ *Refer to the Foreign Languages section*
Note: *Each student shall undergo Internship of Six weeks during the break after Spring Semester of Second year in an approved organization.*

Curriculum Structure (2016-17 onwards)
Third Year

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Autumn Semester	BM 331	International Business	3	-	-	3	3	25	25	50
	FA 361	Quantitative Analysis for Managerial Applications-I	3	-	-	3	3	25	25	50
	BM 381	Strategic Management	3	-	-	3	3	25	25	50
	BM 371	Retail Management	3	-	-	3	3	25	25	50
	BM 361	Introduction to Production and Operations Management	3	-	-	3	3	25	25	50
	FA 371	Business Mathematics	3	-	-	3	3	25	25	50
	BB 302	Internship**	-	-	-	6	-	100		
		Sub Total	**18**	**-**	**-**	**24**				
	GE 303	Proficiency (Non-Credit) #	-	-	-	1				

	Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration Hrs	Weightage (%)		
			L	T	P			CW*	MTE	ETE
Spring Semester	BM 332	Business Environment	3	-	-	3	3	25	25	50
	FA 362	Quantitative Analysis for Managerial Applications-II	3	-	-	3	3	25	25	50
	BM 314	Services Marketing	3	-	-	3	3	25	25	50
	BM 392	Rural Marketing	3	-	-	3	3	25	25	50
	BM 324	Business Ethics and Values	3	-	-	3	3	25	25	50
	EM 292	Indian Financial System	3	-	-	3	3	25	25	50
		Sub Total	**18**	**-**	**-**	**18**				
	GE 306	Proficiency (Non-Credit) #	-	-	-	1				

Total Credits **126**

 # Evaluation of Proficiency will be based on the participation in co- curricular / extra-curricular activities.
**Course Work (CW) would include regularity, evaluation of assignments, surprise tests, etc.*
***Evaluation of Internship would comprise of Project Report and Viva-voce.*

COURSE DESCRIPTION & SUGGESTED READINGS
Dual Degree (BBA)-(MBA)
First Year (Autumn Semester)

EL 101 Foundation Course in English 2-0-0-2

Sentence Structure: Elements of a sentence (Subject, Verb, Object, Complement and adjunct). [4]

Transformation of Sentence Structure: Degrees of adjectives, Active and Passive Voice (statement, negative, interrogative and imperative), Direct and indirect narration (statement, negative, interrogative and imperative). [4]

Correct Usage of Language: Tenses (Present, Past and Future), Modals (can, could, will, would, shall, should, may, might, must, ought to, need) Phrasal verbs, Determiners (a, an, the, little, a little, few, a few, much, more, most). [6]

Writing Skills: Theme (Paragraph) writing, Letter (formal, informal, business letters) and application writing, report writing, résumé writing. [4]

Common Errors in Effective Communication: How to avoid common sentence–structural errors, vocabulary and pronunciation. [4]

Reading Comprehension: Efficient reading and note taking. [4]

Text Book:

1. Leech Geoffery: English Grammar for today, Longman, Delhi

References:

1. Hornby A.S.: A Guide to patterns and usage, Oxford University Press, Delhi
2. Murphy and Reynold: Essentials of English grammar, Cambridge University Press.
3. Wren & Martin: English Grammar & Composition, S.Chand & Co, Delhi
4. Quirk & Greenbaum: University English Grammar, Longman Publications
5. Sharma, R.C. & Krishna Mohan: Business Correspondence & Report writing; Tata McGraw Hill, New Delhi

BM 121 Principles of Management 3-0-0-3

Introduction: Concept, Nature, Process and Significance of Management, Coordination as essence of Management, Development of Management Thought- Classical, Neo-Classical, Behavioural, Systems and Contingency Approaches. [6]

Planning: Nature, Scope and Objectives of Planning, Types of Plans, Planning Process, Management By Objectives (MBO), Decision Making-Concept, Types, Process and Techniques. [7]

Organizing: Concept, Nature, Process and Significance, Span of Control, Departmentation, and Types of an Organization, Authority-Responsibility, Delegation and Decentralization, Formal and Informal Organization. [7]

Staffing: Concept, Nature and Importance of Staffing. [4]

Motivation and Leading: Nature and Importance of Motivation, Types of Motivation, Theories of Motivation-Maslow, Herzberg, X, Y and Z. Leadership Styles-Likert's System of Management, Tannenbaum and Schmidt Model and Managerial Grid. [9]

Controlling: Concept and Process of Controlling, Types of Control, Control Techniques, and Effective Control Systems. [6]

Text Book:

1. Mathew, M.J.; Management, Sheel Sons, Jaipur.

References:

1. Gupta, C.B.; Principles and Practice of Management, Mayoor Paperbacks, Jaipur
2. Harold, Koontz and Weihrich; Essentials of Management TMH, New Delhi
3. Scott, Thomas; Management Competing in the New Era, Tata McGraw Hill, New Delhi
4. Prasad, L.M.; Principles and Practices of Management, Sultan Chand and Sons, New Delhi

FA 141 Financial Accounting 3-0-0-3

Depreciation, Provisions and Reserves: Concept, Causes of Depreciation, Depreciation Accounting, Methods of recording Depreciation, Methods of providing Depreciation, Depreciation of different assets, Depreciation of Replacement Cost, Depreciation Policy as per Accounting Standard 4, Provisions and Reserves [6]

Final Accounts- Preparation of final accounts from Trial balance- Adjustment entries – Preparation of final accounts with adjustments [10]

Sectional and Self-balancing System: Introduction, advantages and disadvantages, scheme of entries (including effect and rectification of errors), transfer from one ledger to another, contra balances in ledger, self balancing ledgers vs. sectional balancing ledgers [7]

Insurance Claims: Claims on account of loss of stock, loss of profit or consequential loss, loss of fixed assets, application of average clause, self-insurance and co-insurance, Entries in books of accounts, Workmen compensation insurance [7]

Consignment Accounts: Important terms, Accounting records, Books of Consigner and consignee, Valuation of unsold stock, Conversion of consignment into branch, loss of goods—normal and abnormal [4]

Joint Venture Accounts: Meaning of Joint Venture, Accounting records, Difference between Joint Venture and Partnership, Joint Venture vs. Consignment [5]

Text Book:

1. Jain, Khandelwal, Pareek: Financial Accounting; Ajmera Book Company, Jaipur.

References:

1. Anthony, R.N. and Reece, J.S.: Accounting Principles; Richard Irvin Inc.
2. Gupta, R.L. and Radhaswamy, M: Advanced Accountancy; Sultan Chand and Sons, New Delhi
3. Monga, J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Backs, Noida
4. Shukla M.C., Grewal T.S., and Gupta S.C.: Advanced accounts, S.Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi
6. Maheshwari, S.N.: Advanced Accounting, Vikas Publishing House, Delhi
7. Tulsian, P.C.: Financial Accounting; Pearson Education, Delhi

EM 121 Microeconomics 3-0-0-3

Introduction: Meaning, nature and scope. Basic concepts of Economics—Equilibrium, Utility, Opportunity cost, Marginal and Incremental principles. [5]

Theory of Demand: Demand for a Product, Individual demand, Market demand, determinants of demand, Elasticity of demand and its determinants, Importance of elasticity of demand. [9]

Theory of Consumer Behaviour: Utility analysis, Indifference curve analysis. [7]

Theory of Production and Costs: Law of variable proportions, iso-quants, economic region and optimum factor combination, expansion path, returns to scale, internal and external economies, Ridge lines, Theory of cost in short run and long run, Revenue function. [9]

Theory of Firm and Market Organization: Pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly, kinked demand curve, and price leadership. [9]

Text Book:

1. Dwivedi D.N.: Pinciples of Economics, Vikas Publishing House, New Delhi.

References:

1. Koutsoyiannis A.: Modern Micro-economics, Macmillan New Delhi
2. Richard G. Lipsey: An introduction to positive Economics, ELBS, Oxford.
3. G. Stigler: The Theory of price; Prentice Hall Of India, New Delhi
4. Neils & Parker: The Essence of Business Economics, Prentice Hall Of India, New Delhi
5. Ferguson P.R.and Rothschild R. and Ferguson G. J.: Business Economics, Macmillan, Hampshire.
6. Ahuja H.L.: Business Economics; S.Chand & Company, New Delhi
7. Seth M.L.: Principles of Economics, Laxminarayan Agarwal, Educational Publishers, Agra
8. Jhingan M.L.: Micro Economic Theory, Vrinda Publications Pvt. Ltd., Delhi

FA 111 Business Statistics 3-0-0-3

Introduction to Statistics: Definition, scope, uses, misuses and limitations of statistics. Collection of primary and secondary data, approximation and accuracy, statistical errors. [3]

Classification and Tabulation of Data: Meaning and Characteristics, frequency distribution- simple and manifold tabulation, Graphs of Frequency Distribution and Curves, Ratio-scale graph. [4]

Measures of Central Tendency: Arithmetic Mean— simple and weighted, Partition values- Median (including Quartiles, Deciles and Percentiles), Mode, Geometric and Harmonic Means-simple and weighted. [9]

Measures of Dispersion: Absolute and Relative Measures of Dispersion— Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance. Moments, Skewness and measures, Kurtosis and measures. [7]

Analysis of Bivariate Data: Correlation-Meaning and Significance, Scatter diagram, Correlation graph, Karl Pearson's coefficient of linear correlation between two variables, Coefficient of correlation by Spearman's Rank Differences method and Concurrent Deviation method. [6]

Regression Analysis: Meaning and significance, Lines of Regression, Relationship between Correlation and Regression. [3]

Index Numbers: Meaning, types and uses, Methods of constructing Price and Quantity indices (Simple and Aggregate), Tests of Adequacy, Fisher's Ideal Index number, Chain-based index numbers, Base shifting, Splicing and Deflating, Problems in constructing index numbers, Consumer Price index. [7]

Text Book:

1. S.P.Gupta: Statistical Methods, Sultan Chand & Sons, Delhi

References:

1. Hooda, R.P.: Statistics for Business and Economics; Macmillan, New Delhi
2. Ya-Lun Chou: Statistical Analysis with Business and Economic Applications, Holt; Rinehart and Winster, New York.
3. Lewin and Rubin: Statistics for Management; Prentice-Hall of India, New Delhi.
4. Sancheti D.C. and Kapoor V.K.: Statistics (Theory, Methods & Application); Sultan Chand & Sons, New Delhi
5. Hoel & Jaessen: Basic Statistics for Business and Economics; John Willey and Sons, New York.
6. Sharma, Jain, Pareek: Business Statistics; Shivam Book House, Jaipur
7. Ranga, Gupta, Goyal, Bhatnagar, Soni: Business Statistics; Ajmera Book Company, Jaipur
8. Rajpurohit, Maheshwari, Sharma: Business Statistics; Ramesh Book Depot, Jaipur
9. Nagar, K.N.: Practical Problems in Statistics; Meenakshi Prakashan, Meerut

CA 111 Fundamentals of Computers and Information Technology 3-0-0-3

Computer Concepts: Definition, Block Diagram and Applications in Modern Society, History, Types and Generations. [3]

Functional Units of Computer Processing System: Hardware, CPU, Storage Devices and Media, VDU, Input/Output Devices, Data Communication Equipments, Information Concept and Processing-Data, Information, Knowledge and Wisdom. [8]

Data Representation: Representation of Data, Bits and Bytes, Number System, Binary, Octal, Hexadecimal, Conversions, Arithmetic Operations in Binary Numbers, ASCII and EBCDIC, BCD Character Sets. [6]

Software Concepts: Types of Software, Programming Language, Machine Language, Assembly Language, High Level Language, Generations of Language, Assembler, Interpreter, Compiler. [6]

Operating System: Functions, System Call, Interrupts, Concept of Resource Manager, Batch Processing, Multiprogramming, Multiprocessing, Time Sharing and Real Time System, MS-DOS, MS-Windows. [10]

Data Communication: The Basic Communication System, Data Transmission Modes-Simplex, Half Duplex, Full Duplex, LAN, MAN, WAN, Network Topologies. [6]

Text Book:

1. P.K. Sinha, " Fundamentals of Computers", BPB Publication, New Delhi

References

1. Peter Norton's, "Introduction to Computers", TMH, New Delhi
2. R. K Taxali, "PC Software for Windows", TMH, New Delhi
3. Coutrer, "Mastering Office 2000", BPB Publication, New Delhi
4. V.Rajaraman, "Introduction to Computer", PHI, New Delhi

CA 141 Application Software Laboratory 0-0-4-2

Assignments are based on the course CA 111 Fundamentals of Computers and Information Technology.

MDC003 **Environmental Studies** **3-1-0-4**

Course Objective

Environmental studies is one of the most important topics in the context of present civilization as the present status of environment is precarious and if proper and timely precautionary measures are not taken it has the potential to destroy many of the natural process that not only allows life to survive but also thrive. The objective of the course is to provide the student with an understanding of environmental issues.

Course Content

Environmental Science: Definition, scope and importance, Multidisciplinary nature. [02]

Ecology and Life Sustaining Process: Origin, evolution and diversification of life; natural selection; levels of selection. Ecosystem structure, functions; nutrient cycles; biomes; habitat ecology; primary and secondary productivity; Population ecology; metapopulation dynamics; growth rates; density growth; niche concept; Species interactions:. Biodiversity and bio conservation; genetic drift; biogeography and evolutionary ecology (Indian context only); gene-environment interaction; Endangered and endemic species of India. [06]

Present civilization and its engine: Empowerment through Science and Technology: Its power and its consequences. The strongest contemporary ideas of science and their consequences on society. Industrial Civilization and its engine. Economics and its limitations: meta economics Psychology: The Anatomy of Greed, Envy and Vanity (Freud's Psychoanalytic perspective, Hans Selye Stress Model; Self-regulation techniques) Unsustainable development. Traditional methods of protecting nature.

Suggested Case studies:

i) Cultural Basics of our Environmental Crisis:

ii) Ecofeminism [06]

Natural Resources (Renewable and Non-renewable Resources): Natural resources and associated problems. Forest resources – Use and over-exploitation, Mining, Dams and their effects on forest and tribal people. Water resources – Use and over-utilization of surface and Ground Water, Mineral resources – Use and exploitation, Role of an individual in conservation of natural resources.

Suggested Case Studies:

i) What has posterity ever done for me?

ii) Energy policy and further future: The identity problem [05]

The story of Commons: Definition, Causes, Effects and Control measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution and Thermal Pollution, Nuclear hazards. Disaster management – Floods, water logging, salinity, Drought, Earthquakes, Cyclones and Landslides.

Suggested Case Studies:

i) The tragedy of commons: [06]

ii) We all live in Bhopal
iii) The Silent Spring;

Social Issues and the Environment: Urban problems related to Energy, Water conservation, Rainwater Harvesting, Watershed management, Environmental ethics – Issues and possible solutions, Climate change, Global Warming, Acid Rain, Ozone layer depletion, Nuclear accidents and holocaust, Environmental Protection Laws in India. Population growth, variation among nations. Population explosion—Family Welfare Programme. Environment and human health. Human rights. Value education. Role of Information Technology in environment and human health.

Suggested Case Studies:
i) Earth the Crowded Planet
ii) Famine Affluence and morality
iii) The world food supply [06]

Protection and Prevention of Environment with Special intervention:

Environment Protection and the Law:
Constitution Provisions Relating to Environment, Constitutional provisions about states powers concerning acquisition, regulation and distribution of natural resources (water, forests, mines, oil).

Primary Protective Laws:
Environment Protection Act, 1986, Water (Prevention and Control) Act, 1974, Air (Prevention and Control) Act, 1981, Forest Act, 1927, Forest Conservation Act, 1980, Biodiversity Act, 2002, National Environment Tribunal Act, 1995, National Environment Appellate Act 1997, the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Act, 2006, National Green Tribunal Act, 2010.
Secondary Laws:

Noise pollution regulations: Environment Impact Assessment (EIA), rules relating to waste management (Solid wastes, hazardous wastes, bio-medical wastes, The Costal Regulation Zone Notification). Role of information technology in environment and human health, Greenhouse, its effect, remedies and international declaration related to it. [06]

Sustainable Development (Objective and Application):
Introduction: Dysfunctional civilization, Vision of sustainable world, Satyagraha for Conservation, Buddhist Attitude towards nature , Buddhists Economics

Case studies

a. **Management Sciences**: Carbon Credits and Trading , green marketing and cause related marketing
b. **Science and Engineering Issues**: Organic farming, Renewable energy.
c. **Built Environments**: Sustainable site planning, [11]

management of waste and its reduction, Low energy building materials and its implications, embodied energy, different case studies

d. **Sustainable fashion**: Online study of eco-fashion brands; how India can lead?

e. **Judicial activism**

Field Trip & Report writing: (Any one of the following)

i) Visit to renewable energy site
ii) Visit to biodiversity park
iii) Workshop on sustainable fashion
iv) Shekhawati and its environment
v) Morarka Foundation (organic farms) Nawalgarh/ Piplantri village Rajsamand district

[04]

Text Books

1. Environmental Science: A Global Concern, Cunningham William P. Saigo B Woodworth, McGraw-Hill Higher Education; Sixth Edition (2001)
2. Odum E. P. Barret G.W Fundamental of Ecology, 5 th Edition Cengage Learning, (2004)

References:

1. Environmental Law, S.C Shastri,5th Ed EBC Explorer, India, (2015)
2. Introduction to Psychology, C.T Morgan, R.A King, J.R. Weisz, J. R., & J. Schopler, International Student edition, Tata McGraw Hill, New Delhi (1986)
3. Small is Beautiful: Economics as if People Mattered E.F.Schumacher, Blond and Briggs, London (1973)
4. Heywood V.H. & Watson R.T. 1995. Global biodiversity assessment, Camb ridge Univ. Press
5. Our Common Future, Report on World Commission on Environment and Development United Nations Document(1987)
6. Al Gore, Dysfunctional Civilization: The Earth in Balance, Houghton, Mifflin, (1992)
7. Lester Brown, Christofer Favin, Sandra Postel, Vision of a Sustainable World, The Worldwatch Reader, Ed Lester R. Brown New York (1991)
8. W.P. Pruden and S.H. Anderson, Environmental Sciences, Charles. E., Meredith Publication, NY, USA(1983)

Mongraphs for suggested Case Studies :

9. Cultural Basics of our Environmental Crisis: Lweis W. Moncrief, Science Vol 170,508-12 (1970)
10. Ecofeminism: Karen J Warren Environmental Ethics, Vol 12 (1990)
11. Satyagraha for Conservation : Awakening the spirit of Hinduism: O. P. Dwivedi Ethics of Environment and Development, Edited by Engel and Engel, Bellhaven Press, UK (1990)
12. Buddhist Attitude towards nature: Lily De Silva, The Buddhist Attitude towards Nature, Ed: K.Sandell, Buddhist Publication Society, Sri Lanka (1987)
13. What has posterity ever done for me?: Robert Heilbroner, Times

Magazine, New York (1975)

14. Energy policy and further future: The identity problem: Derek Parfit, Energy and the future , Eds MacLean and Brown, (1983)
15. The tragedy of commons: Grrettn Hardin, Science, 162 (1968)
16. We all live in Bhopal: George Bradford , Questing Technology, Freedom Press, US (1988)
17. The Silent Spring: Rachel Carson, Houghton Mifflin Co, US (1962)
18. Earth the Crowded Planet: Tristram Coffin, The Washington Spectator, Vol 17.15 (1991)
19. Famine Affluence and Morality: Peter Singer, World Hunger and Moral Obligation Ed William Aiken, Hugh, Lafollette, (1977)
20. The world food supply: Tristram Coffin, Washington Spectator, Vol 19.2, 1993

Note: Latest edition of text book and references must be used.

First Year (Spring Semester)

BM 162 Business Communication 3-0-0-3

Introduction: Basic forms of communication, Communication models and processes, Effective communication, Theories of communication, Audience analysis	[5]
Corporate Communication: Formal and Informal Communication networks, Grapevine, Miscommunication (Barriers), Improving Communication, Practices in Business Communication and Group discussions	[6]
Report Writing: Introduction to a proposal, Elements of a Report, Short report and formal report, Report Preparation and Presentation	[3]
Oral Presentation: Principles of oral presentations, Factors affecting presentation, Sales presentation, Training presentation, Conducting surveys, Speeches to motivate, Effective presentation skills and , Individual and group presentations	[8]
Non-Verbal Aspects of Communication: Body language, Kinesics, Proxemics, Para language	[3]
Effective Listening: Principles of effective listening, Factors affecting listening exercises, Oral, Written, Video sessions and Seminars	[7]
Interviewing Skills: Appearing in interviews, Conducting interviews, Writing resume and Letter of Application, Mock interviews	[5]
Modern Forms of Communication: Fax, E-mail, Video-conferencing and their uses in business	[2]

Text Book:

1. Kaul, Business Communication, Prentice Hall, New Delhi.

References :

1. Gupta, C.B., Business Communication, Sulthan Chand & Sons, New Delhi.
2. Rajendra Pal and Korlhalli J.S., Essentials of Business Communication , Sultan Chand & Sons, New Delhi.
3. Nirmal Singh, Business Communication Principles, Methods and Techniques - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Sharma, R.C., and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Varinder Kumar and Bodh Raj, Business Communication, Kalyani Publishers, New Delhi.

BM 132 Organisation Behaviour 3-0-0-3

Introduction: Concept, Significance, Skills and Roles of OB in an organization, Disciplines contributing to OB. [4]

Individual and Group Dimensions: Personality, Perception, Motivation – Maslow's Theory, ERG Theory, Herzberg's Two Factor Theory, McClelland's Need Theory, Vroom's Expectancy Theory. [9]

Interpersonal and Group Dynamics: Johari window, Transactional Analysis, Concept of Group, Types of Group, Formal and Informal Group, Group Norms, Group cohesiveness, Stress Management. [9]

Leadership: Trait Theory, Situational Theory, Managerial Grid, Hersey Blenchard Theory, Fiedler's Contingency Theory. [6]

Managing Conflict: Concept, Reasons for Conflict. Intra-individual, Inter-personal and Group Conflicts. [5]

Managing Change: Factors of Organisational Change, Resistance to Change, Change Agents. [6]

Text Book:

1. Prasad, L.M. :Organisation Behavior; Sultan Chand & Sons, New Delhi.

References:

1. Stephen P.Robbins; Organisation Behavior; Prentice Hall India, New Delhi.
2. Luthans, Fred: Organisation Behavior; Tata McGraw Hill, New Delhi.
3. Khanka, S.S. :Organisation Behavior; Sultan Chand &Sons, New Delhi.
4. Moorhead Griffin; Organisation Behavior, Jaico Publishing House, Mumbai
5. Hershey, Blenchard, Johnson,: Management of Organization Behaviour, Pearson Education, New Delhi
6. Newstrom W.John and Devis Keith :Organisation Behavior, Tata McGraw Hill, New Delhi.

BM 152 **Entrepreneurship Development** **3-0-0-3**

Introduction: Entrepreneur—Definition, Types, Characteristics, Entrepreneurship—Concept, Characteristics, Process, Theories of Entrepreneurship, Entrepreneurial Motivation, Entrepreneurship vs. Intrapreneurship, Women Entrepreneurship, Role of Entrepreneurs, Rural Entrepreneurship—Role and Prospects, [8]

Project Identification and Financial Analysis: Meaning of project, project identification, formulation, feasibility analysis, financial analysis-cost and revenue estimates, techniques of financial analysis. [8]

Entrepreneurship Development: Meaning, Objectives, Issues of Entrepreneurship Development Programmes (EDP), EDP Organisations—MDI, EDII, Industrial Sickness and Role of BIFR. [8]

Incentives and Subsidies: Need, Objectives, Schemes and Advantages, Institutional Finance to Entrepreneurs—SIDBI, NABARD, KVIC. [5]

Small-scale Industries: Concept, evolution, role, problems and prospects, policies governing small-scale industries, organizational structure, ownership pattern, export potential of small-scale industries. [10]

Text Books:

1. Desai, Vasant; Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, New Delhi
2. Gupta, C B. & Shrinivasan, N.P.; Entrepreneurship Development in India, Sultan Chand & Sons, New Delhi.

References:

1. Shrivastava, S.B.; A Practical guide to Industrial Entrepreneurs, Sultan Chand & Sons, New Delhi
2. Holt, David H., Entrepreneurship-New Venture Creation, Prentice Hall of India, New Delhi.
3. Ghosh, Biswanath; Entrepreneurial Development in India National Publishing House, Jaipur
4. Dr.Arun Kaulgod; Entrepreneurial Management, Vikas Publishing, New Delhi

EM 122 Macroeconomics 3-0-0-3

Introduction: Meaning, nature and scope, Importance of macroeconomics, Limitations of macroeconomics, Difference between micro and macroeconomics. [6]

National Income Accounting: Meaning of National Income and National Product, measurement of National Income, difficulties in the measurement of National Income, National Income as a measure of welfare and economic progress. [11]

Theory of Income and Employment: Classical theory of output and employment, Say's law of markets, Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment, Keynes' criticism of Say's law and classical theory of income and employment, Theory of multiplier. [14]

Business Cycles: Phases of business cycles, features of business cycles, theories of business cycles. [8]

Text Book:

1. Dwivedi D.N.: Pinciples of Economics, Vikas Publishing House, New Delhi.

References:

1. Jhingan, M.L.; Macro economic theory, HPH; Mumbai
2. Ahuja, H.L.; Macroeconomics; S.Chand &Co, New Delhi.
3. Seth, M.L.: Macroeconomics, Laxmi Narayan Agarwal Educational, Agra.
4. Vaish, M.C.: Macro Economic Theory, Vikas Publishing House, New Delhi.
5. Sethi, T.T: Monetary Economics, S.Chand & Company Ltd., New Delhi.

FA 162 Cost Accounting for Managers 3-1-0-4

Introduction to Cost Accounting: Meaning, Definition, Scope and uses of cost accounting, Difference between cost accounting and financial accounting, Cost concepts and classification of costs	[5]
Accounting for Material: Material control—Concept and techniques, Pricing of material issues, Treatment of material losses.	[6]
Accounting for Labour: Labour cost control procedures, Labour turnover, Idle time and overtime, Methods of wage payment—time and piece rates, Incentive schemes.	[6]
Accounting for Overheads: Classification and departmentalization, Absorption of overheads, Determination of overhead rates, Under and over absorption, and its treatment.	[7]
Methods of Cost Ascertainment:	
a. Unit costing	[3]
b. Job, Batch and Contract costing	[8]
c. Operating costing	[5]
d. Process Costing: Excluding interpersonal profit and equivalent production	[6]
Budgeting Control: Introduction, Importance of Budgeting techniques, Types of Budgets	[6]

Text Book:

1. Arora, M.N., Cost Accounting-Principles and Practice, Vikas Publishing Housing, New Delhi

References:

1. Jain, S.P., and Narang K.L., Cost Accounting, Kalyani, New Delhi.
2. Anthony Robert, Reece, et al, Principles of Management accounting, Richard D. Irwin Inc Illinois
3. Horngren, Charles, Foster and Datar, Cost Accounting-A Managerial Emphasis, Prentice-Hall of India, New Delhi.
4. Khan, M.Y., and Jain P.K., Management Accounting, Tata McGraw Hill.
5. Kaplan, R.S., and Atkinson A.A., Advanced Management Accounting, Prentice India International.
6. Tulsian, P.C., Practical Costing, Vikas Publishing House, New Delhi.
7. Maheshwari, S.N., Advanced problems and Solutions in Cost Accounting, Sultan Chand & Sons, New Delhi.
8. Jain, Khandelwal, Pareek, Cost Accounting, Ajmera Book Company, Jaipur
9. Oswal, Rajpurohit, Maheshwari, Modi, Cost Accounting, Ramesh Book Depot, Jaipur.
10. Bhattacharya, Principles & Practice of Cost Accounting, Prentice Hall of India, Delhi
11. Dutta, Cost Accounting: Principles & Practice, Pearson Education, Delhi
12.

CA 192 Database Management System 3-0-0-3

Introduction: Database and Database users, Characteristics of Database, Database systems, Data models, schemes and instances, DBMS architecture and data independence, Functions of DBA. [9]

File Organization Techniques: Types of files—Sequential files, Random files and Indexed Sequential files, Normalizations. [6]

Relational Model Concepts: DML, DDL, DCL, Query in RDBMS, Relational constraint, relational algebra, Introduction to SQL, database design. [9]

Data Normalization: Functional Dependencies, normal form based on primary key (1NF, 2NF, 3NF and BCNF), Security—Data base security, recovery, and authorization. [10]

Advanced Concepts: Distributed database and Client server architecture, Data warehousing and Data mining, emerging database technologies and Applications. [5]

Text Book:

1. R Elmarsi & S B Navathe, "Fundamentals of Database Systems", Addison Wesley, New Delhi

References:

1. A Silberschatz, H Korth, S Sudershan, "Data Base Concepts", TMH, New Delhi
2. Bipin Desai, "An Introduction to Database Systems", Galgotia Publications, New Delhi
3. A K. Majumdar, P Battacharya, "Database Management System", TMH, New Delhi
4. Jim Melton, A Simon, "Understanding The New SQL- A Complete Guide", Morgon Kaufmann Publishers, New Delhi

Second Year (Autumn Semester)

BM 231 Marketing Management-I 3-0-0-3

Introduction: Nature and Scope of Marketing, Importance of Marketing, The Marketing Concept, Selling vs. Marketing, Marketing Mix. [7]

Marketing Environment: Micro-Environment, Macro-Environment—Demographic, Economic, Natural, Technological, Politico-Legal and Socio-Cultural Environments, Indian Marketing Environment. [7]

Buyer Behaviour and Market Segmentation: Factors influencing Buyer Behaviour, Buying Decision Process, Profile and Features of Indian Consumers, Market Segmentation- Meaning, Levels, Bases of Segmentation. [9]

Managing the Product: Product Planning, Product Mix, Deciding Product Policy, Product Line Decisions, Product Differentiation, Brand Equity, Packaging, Labelling, Concept of Product Life Cycle, New Product Development Process. [9]

Pricing: Pricing Objectives, Factors influencing Pricing, Types of Pricing, Pricing Procedure. [7]

Text Book:

1. Chhabra, T.N & Grover, S.K; Marketing Management, Dhanpat Rai & Co., New Delhi.

References:

1. Kotler, Philip & Keller; Marketing Management, Pearson Education, New Delhi.
2. Ramaswamy & Namakumari; Marketing Management, Mc Millan, New Delhi.
3. Shrivastava, P.K; Marketing Management, Shiva Publishers Distributor, Udaipur.
4. Marketing Management, AMK-1, (IGNOU), New Delhi.

BM 241 Human Resource Management-I 3-0-0-3

Introduction: Concept, Scope, Objectives and Environment of HRM, Personnel Management vs. HRM. [7]

Acquisition of Human Resource: Human Resource Planning, Job Analysis, Job Design, Recruitment Sources, Methods, Selection Process—Tests, Interviews. [9]

Training and Development: Need, Objectives, Methods of Training, Evaluation and Development Programmes. [8]

Performance Appraisal: Concept, Objectives, Techniques of Performance Appraisal and Limitations. [8]

Compensation and Benefits: Job Evaluation- Concept, Process, Significance, Components of Employee Compensation—Financial and non-financial. [7]

Text Book:

1. Rao, V.S.P.; Human Resource Management, Excel Books, New Delh

References:

1. Aswathappa; Human Resource Management, Tata McGraw Hill, New Delhi.
2. Rao, Subba P.; Human Resource Management and Industrial Relations, Himalaya Publishing House, New Delhi.
3. Mamoria, C. B. and Gankar, S. V.; Personnel Management, Himalaya Publishing House, New Delhi.
4. Dessler, Gary; Human Resource Management, Pearson Education, New Delhi.

BM 251 Business Regulatory Framework-I 3-0-0-3

The Indian Contract Act, 1872: Nature of contract, classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration, Legality of object, Agreements expressly declared void, Performance of contract, Discharge of contract, Remedies for breach of contract. [18]

Sale of Goods Act, 1930: Goods and their classification, Price, Conditions and Warranties, Transfer of Property, Rights of an Unpaid seller. [8]

Indian Partnership Act, 1932: Definition and nature of Partnership, Rights and Duties of a Partner, Dissolution of a Partnership. [6]

The Consumer Protection Act, 1986: Objectives and Scope of the Act, Definition of Consumer, Consumer Protection Council, Consumer Disputes Grievance Redressal Machinery—District Forum, State and National Commission. [7]

Text Book:

1. Kapoor, N.D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.

References:

1. Kuchhal, M.C.; Business Law, Vikas Publishing House, New Delhi.
2. Mathew, M.J.; Principles and Practices of Commercial Law, RBSA Publisher, Jaipur.
3. Tulsian, P.C.; Business Law, Tata Mc Graw-Hill Publishing Company Ltd, New Delhi.
4. Singh, Avtar: Mercantile Law, Eastern Book Co., Lucknow.

FA 241 Financial Management-I 3-0-0-3

Financial Management: Meaning, Concept and objectives, Scope and functions, understanding markets and changing Environment of Business, Finance and other discipline. [4]

Financial Decisions: Long-term financing, Short-term Financing, Term Financing, Venture capital. [3]

Capital Structure: Theories—Net Income, Net Operating Income, Modigliani-Miller Approach and Traditional Approach, Determinants of Capital Structure. [10]

Financial Analysis through Leverages: Operating and financial leverages, their measure, Effects on profit, analyzing alternate financial plans, combined financial and operating leverages, Indifference point. [4]

Analysis of Financial Statements: Techniques of Financial Analysis, Ratio analysis, Funds-Flow Analysis, Cash Flow Analysis. [12]

Management of Working Capital: Nature and Significance of working capital, Operating cycle and factors determining Working Capital requirements, Estimation of Working Capital. [6]

Text Book:

1. Agarwal, M.R.: Financial Management; Garima Publication, Jaipur

References:

1. Van Horne J.C.: Financial Management And Policy; Prentice Hall of India, New Delhi.
2. Van Horne J.C.: Fundamentals Of Financial Management; Prentice Hall of India, New Delhi.
3. Khan M.Y. and Jain P.K.: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi
4. Prasanna Chandra: Financial Management: Theory and Practices; Tata McGraw Hill, New Delhi
5. Pandey I.M.: Financial Management; Vikas Publishing House, New Delhi.
6. Brigham E.F., Gapenski L.C. and Ehrhardt M.C.: Financial Management: Theory and Practices; Harcourt College Publishers, Singapore.
7. Bhalla V.K.: Modern Working Capital Management; Anmol Publication New Delhi.
8. Agarwal & Agarwal: Financial Management; Ramesh Book Depot, Jaipur

BM 261 Management Information System and Knowledge Management 3-0-0-3

MIS and Concept of Management: Elements, Characteristics, Need, Objectives, Importance, Limitations of Management, Relationship between MIS and Computer, Role of MIS in the functions of Management. [8]

Information Concept: Classification and Levels of Information, Techniques of Data Collection, Quality aspect of Information, Value of Information, Relation between MIS and Information. [5]

Knowledge Management: Definition, Evolution, Types, Implication for Knowledge Management, challenges, KMSLC, Comparative studies between SDLC and Knowledge Management system development, Role of Knowledge developer. [8]

Decision Making: Decision Making Concepts, Rationality in Decision Making, Decision Support System, MIS as a technique for programmed decisions, Model of Decision Making, Methods, MIS and Role of Decision Making. [6]

Typical Information Systems: Marketing, Financial, Material, Production and Human Resource Management Information Systems. [6]

Development of MIS: Strategic and project planning for MIS, Conceptual System design, Detailed Design, Implementation, Evaluation and maintenance of MIS. [6]

Text Book:

1. Jawadekar, "Management Information System", TMH, New Delhi

References:

1. R G Murdick, J E Ross, J R Clagget, "Information Systems for Modern Management", PHI, New Delhi
2. Jawadekar, "Management Information System", TMH, New Delhi
3. Sadagopan, "Management Information System", PHI, New Delhi
4. Parker, Case, Thomas, "Management Information System: Strategies and Action", TMH, New Delhi
5. Elias M. Awad, "Knowledge Management", TMH, New Delhi
6. W. H. Inmon, "Building Data Warehousing", Wiley Publishing House, New Delhi
7. Han, Jiawei, Kamber, Michelinal, "Data Mining Concepts & Techniques", Harcourt India, New Delhi

FA 211 Corporate Accounting 3-0-0-3

Accounting for Share Capital: Issue, Forfeiture, Re-Issue of Equity Shares, Sweat Equity Shares, Employee Stock Option, Right shares and Bonus shares, Buyback of Equity shares, Issue and Redemption of Preference shares. [11]

Accounting for Loan Capital: Classes of Debentures, Difference between Share and Debenture, Issue and Redemption of Debentures. [9]

Final Accounts of Companies: Statement of Affairs and Statement of Profit and Loss including computation of managerial remuneration and disposal of profits. Forms of Balance Sheet, Profit prior to incorporation. [9]

Valuation of Goodwill of Companies: Need, Components, General Factors affecting Goodwill, Methods of Evaluation. [5]

Valuation of Shares: Need and Methods of Evaluation. [5]

Text Book:

1. Maheshwari S.N.: Corporate Accounting, Vikas Publishing House, New Delhi

References:

1. Anthony, R.N. and Reece, J.S.: Accounting Principles; Richard Irvin Inc
2. Gupta, R.L. and Radhaswamy, M: Advanced Accountancy; Sultan Chand & Sons, New Delhi
3. Monga, J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Backs, Noida
4. Shukla M.C., Grewal T.S., and Gupta S.C.: Advanced Accounts, S.Chand & Co. Delhi
5. S.N. Maheshwari: Advanced Accounting, Vikas Publishing House, Delhi
6. Jain, Khandelwal, Pareek: Financial Accounting; Ajmera Book Company, Jaipur
7. Tulsian, P.C.: Financial Accounting; Pearson Education, Delhi
8. Sehgal & Sehgal: Advanced Accountancy – I and II; Taxmann Publications, Delhi
9. Oswal, Agarwal, Modi, Surolia, Bhargava: Financial Accounting; Ramesh Book Depot, Jaipur

Second Year (Spring Semester)

BM 232 Marketing Management-II 3-0-0-3

Marketing Channels: Types of Channels, Channel Functions, Logistics and Physical Distributions- Objectives and Functional Areas of Physical Distribution, Physical Distribution in the Indian Context. [8]

Marketing Communication: Meaning and Importance, Communication Objectives, Effective Communication, Communication Process. [5]

Promotion Tools: Advertising- Meaning, Objectives, Types in Advertising decisions, Planning and evaluation of Advertising Campaign, Trends in Advertising in India, Personal Selling—Objectives, Functions and Principles, Public Relations—Importance and Methods, Direct Marketing, Sales Promotion. [11]

Marketing Research and Control: Need for Marketing Research, Marketing Research Process, Techniques, Need and Tools of Control. [10]

Marketing Challenges: Marketing in 21st Century, Impact of Globalization, Technological Advances, Deregulation of Marketing in India. [5]

Text Book:

1. Chhabra, T.N & Grover, S.K; Marketing Management, Dhanpat Rai & Co., New Delhi.

References:

1. Kotler, Philip & Keller; Marketing Management, Pearson Education, New Delhi.
2. Ramaswamy & Namakumari; Marketing Management, McMillan, New Delhi.
3. Shrivastava, P.K; Marketing Management, Shiva Publishers Distributor, Udaipur.
4. Marketing Management, AMK-1, (IGNOU), New Delhi

BM 242 Human Resource Management-II 3-0-0-3

Industrial Relations: Concept, Importance, Industrial Conflicts and Dispute Settlement Machinery. [6]

Trade Unions: Meaning, Importance of Unionship, Evolution of Trade Union Movement in India, Union Problems, Measures to strengthen Trade Union, Employee welfare and Social security measures. [9]

Collective Bargaining: Concept, Process, Pre-requisites of Collective Bargaining, Collective Bargaining vs. Negotiation Skills. [6]

Grievance Procedure and Discipline: Introduction, Objectives, Essential pre-requisites of Grievance procedure, Disciplinary procedure. [8]

Employee Participation: Objectives, Forms of Employee Participation. [5]

International HRM: Dimensions, Domestic HRM and International HRM, Basic steps in HRM, the expatriate problem. [5]

Text Book:

1. Rao, V.S.P.; Human Resource Management, Excel Books, New Delhi.

References:

1. Aswathappa; Human Resource Management, Tata McGraw Hill, New Delhi.
2. Rao, Subba P.; Human Resource Management and Industrial Relations, Himalaya Publishing House, New Delhi.
3. Mamoria, C. B.and Gankar, S. V.; Personnel Management, Himalaya Publishing House, New Delhi.
4. Dessler Gary; Human Resource Management, Pearson Education, New Delhi.

BM 292 **Business Regulatory Framework-II** **3-0-0-3**

Negotiable Instruments Act, 1881: Essentials of a Negotiable Instrument, Kinds of Negotiable Instruments, Holder and Holder in Due Course, Negotiation by Endorsement, Crossing of a Cheque, Dishonor and Discharge of a Cheque. **[11]**

The Companies Act, 2013 (Basic Knowledge): Essential Characteristics of a Company, Types of Companies, Memorandum of Association, Articles of Association, Prospectus, Shares- Kinds, Allotment, Transfer and Purchase by a Company of its own shares, Protection of Minority Shareholders from Mismanagement and Oppression. **[12]**

Company Management: Appointment and Removal of Directors, Rights and Liabilities of Director, Meeting- Kinds of Meetings and Resolution. **[10]**

Foreign Exchange Management Act, 2000: Definition, Provisions, Authorized person, revocation of authorization Powers of Reserve Bank, Appeal, Appellate Tribunal, Directorate of Enforcement. **[6]**

Text Book:

1. Kapoor, N.D.; Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.

References:

2. Kuchhal, M.C.; Business Law, Vikas Publishing House, New Delhi

3. Mathew, M.J.; Principles and Practices of Commercial Law, RBSA Publisher, Jaipur.

4. Tulsian, P.C.; Business Law, Tata Mc Graw-Hill Publishing Company Ltd, 5. New Delhi.

6. Kapoor, N.D.; Elements of Company Law, Sultan Chand & Sons, New Delhi.

FA 242 Financial Management-II 3-0-0-3

Capital Budgeting: Nature of Investment decisions, Identifying relevant cash flows, cash flows vs. accounting profit investment, Evaluation criteria, Payback period, Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index, NPV and IRR comparison, Project selection under capital rationing. [10]

Cost of Capital: Significance of cost of capital, Calculating cost of debt, Preference shares, equity capital and retained earnings, Combined (weighted) cost of capital. [8]

Dividend Policy Decision: Dividend and Valuation Theories. [5]

Management of Cash: Introduction, objectives of cash management, motives for holding cash, Cash management techniques and models. [4]

Management of Receivables: Introduction, objectives, Credit policies Credit terms and collection policies. [4]

Management of Inventory: Introduction, objectives and techniques of inventory management. [4]

Marginal Costing and Managerial Techniques: Meaning, Difference between marginal costing and absorption costing method, Break Even Analysis (with Break even chart and Indifference point). [4]

Text Book:

1. Agarwal, M.R.: Financial Management; Garima Publication, Jaipur

References:

1. Van Horne J.C.: Financial Management And Policy; Prentice Hall of India, New Delhi.
2. Van Horne J.C.: Fundamentals of Financial Management; Prentice Hall of India, New Delhi.
3. Khan M.Y. and Jain P.K.: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi
4. Prasanna Chandra: Financial Management: Theory and Practices; Tata McGraw Hill, New Delhi
5. Pandey I.M.: Financial Management; Vikas Publishing House, New Delhi.
6. Brigham E.F., Gapenski L.C. and Ehrhardt M.C.: Financial Management: Theory and Practices; Harcourt College Publishers, Singapore.
7. Bhalla V.K.: Modern Working Capital Management; Anmol Publication New Delhi.
8. Agarwal & Agarwal: Financial Management; Ramesh Book Depot, Jaipur

BM 262 Electronic Commerce 3-0-0-3

Introduction to E-commerce: Meaning and concept, Need for E-commerce, Classification of E-commerce, Electronic vs. Traditional commerce, E-commerce and E-business, Business applications of E-commerce, E-commerce as an electronic trading System, Special features. [7]

Network Infrastructure and Protocol: LAN, Ethernet, WAN, Internet, TCP/IP, DNS, FTP, E-mail, WWW server, Web Browser, HTTP. [6]

Electronic Payment System: Introduction, Online Payment System, Prepaid electronic payment system, post paid electronic system, E-cheques, Debit and Credit Cards, Smart Cards, E-purses. Credit and legal risk of e-payment system. [6]

Website Design: Role of website in B2C E-commerce, website strategies and web-site design principles, Push and pull technologies, Alternative methods of customer communication. [6]

Business to Business E-Commerce: Need and alternative of B2B E-commerce, Technologies, EDI and paperless trading, EDI architecture, EDI standards, VANs, Costs of EDI infrastructure, Features of EDI service arrangements, Internet-based EDI. [8]

Securing Network Transaction: Security policy, Procedures and practices, Transaction Security, Fireball, Cryptography Algorithm, Public Key Algorithm, Authentication Protocol, Digital Signature, Site Security, E-Mail Security. [6]

Text Book:

1. Bharat Bhasker, "Electronic Commerce", TMH, New Delhi

References:

1. David Whiteley, "E-Commerce", TMH, New Delhi
2. Chandra T N, R.K. Suri, Sanjiv Verma, "E-Commerce New Vistas for Business",Dhanpat Rai & Co., New Delhi
3. Jim A. Carter, "Developing E-Commerce Systems", PHI, New Delhi

FA 214 Basic of Taxation Laws 3-1-0-4

Basic Concepts: Definitions, Basis of Charge, Residential Status, Scope of Total Income - Exempted income	[4]
Heads Of Income: Income from Salaries, Income from House property, Income from Business or Profession, Capital gains, Income from other sources	[12]
Total Income: Deemed income, Set off and Carry forward of losses Deductions from Gross Total Income, Assessment of Individual, Tax Deducted at Source, E-filing of return.	[11]
Central Excise and Customs: (a) Nature and Scope of Central Excise, Important Terms and Definitions under the Central Excise Act and related rules, General Procedure, CENVAT.	
(b) Customs Act, 1962 and the related Rules, Circulars and Notifications; Customs Tariff Act 1975 and the related Rules	[10]
Central Sales Tax Act, 1956 and VAT: (a)Important terms and definitions under Central Sales Tax Act, 1956—Nature and Scope of Central Sales Tax Act, Provisions relating to inter-state sales, Sales inside a State, Sale/Purchase in the course of Import and Export out of India.	
(b) Meaning and need of VAT and related rules	[10]
Service Tax: Formation and functions of DGST, Existing schemes for levy, assessment & collection of service tax and related rules	[05]

Text Books:

1. Ahuja Girish and Gupta Ravi: Practical approach to Income Tax, Wealth Tax and Central Sales Tax; Bharat Law House Pvt. Ltd., New Delhi.
2. Agarwal, Saini, Surolia: CST & RST; Ramesh Book Depot, Jaipur

References:

1. Central Excise Act.
2. Customs Act.
3. Central Sales Tax Act.
4. Patel, Chaudhary: CST & RST; Chaudhary Prakashan, Jaipur

Third Year (Autumn Semester)

BM 331 International Business 3-0-0-3

Introduction: Nature of International Business, Need to study, Drivers of IB, IB vs. Domestic Business, Routes of Globalization, Multinational Corporations. [6]

Theories of Global Trade and Investment: Foreign Trade Policies, Trade Theories, Foreign Direct Investment—Basic concepts, FDI in India. [7]

Politico-Legal, Technological and Cultural Environment of International Business:

Political Environment—Democracy, Totalitarianism, Political Risk.

Legal Environment—Systems of Law, International Disputes Resolution, Areas of Concern for MNCs.

Technological Environment—Features of Technology, Impact of Technology, Implications for MNCs, Issue of Technology Transfer.

Cultural Environment—Nature, Elements of Culture and their implications for IB. [11]

Economic Environment and International Financial Management: Income-wise classification of countries, Economic Systems, Trade Barriers.

International Financial Management— Nature, FOREX Management, Balance of Payments, International Financial Markets, Role of International Financial Institutions— IMF, WB. [10]

Major Regional Trading Institutions and Groups: WTO, SAARC, ASEAN, EU, OPEC. [5]

Text Book:

1. Aswathappa, K.; International Business, Tata McGraw Hill, New Delhi.

References:

1. Cherunilam, Francis; International Business; Prentice Hall India, New Delhi
2. Daniels, John D., Lee H. Radebaugh, Daniel P. Sullivan; International Business, Pearson Education, New Delhi.
3. Hill, Charles W. L.; International Business, Tata McGraw Hill, New Delhi.
4. International Business Environment: IBO-01 (IGNOU), New Delhi

FA 361 Quantitative Analysis for Managerial Applications-I 3-0-0-3

Quantitative Techniques: Scope and applications of quantitative techniques, Scientific approach to decision-making, Limitations. [2]

Probability: Probability as a concept, the three approaches to defining probability, Laws of Probability, Mathematical Expectation and Variance of a random variable, Bayes' Theorem. [10]

Probability Distributions: Probability distribution as a concept, Binomial, Poisson and Normal Distributions, their properties and parameters, applications in business. [14]

Queuing Theory: Characteristics of queuing system, Models of queuing systems, Practical applications. [4]

Game Theory: Game models, Solution of 2 x n and m x 2 games, Use of linear programming and Graphical techniques. [5]

Decision Theory: Decision making under certainty, Uncertainty and Risk, pay-off table, Decision Tree analysis. [4]

Text Book:

1. Agarwal N.P.: Quantitative Techniques; Ramesh Book Depot, Jaipur

References:

1. Vohra N.D.: Quantitative Techniques in Management, Tata McGraw Hill, Delhi
2. Kapoor V.K.: Operation Research, Sultan Chand & Sons, Delhi
3. Tulsian, Pandey: Quantitative Techniques; Pearson Education, Delhi
4. Khandelwal, Gupta: Quantitative Analysis for Decision Making; Ajmera Book Company, Jaipur

BM 381 **Strategic Management** **3-0-0-3**

Introduction: Concept of Strategy, Levels of Strategy, Strategy vs. Tactics, Role of Strategic Management in organisations, Benefits and Limitations of Strategic Management, Strategic Management Process, Vision, Mission and Objectives	[5]
Environmental Analysis: Characteristics and Components of Environment, External Environmental Sectors – Market, Technological, Supplier, Economic, Regulatory, Political, Socio-cultural and International, Organisational Appraisal, Strategic Advantages Profile (SAP), Environmental Threat and Opportunity Profile (ETOP), SWOT Analysis, Competitor Analysis	[10]
Corporate and Business-level Strategies: Grand Strategies – Stability, Expansion, Retrenchment and Combination Strategies, Porter's Generic Strategies – Cost Leadership, Differentiation and Focus	[12]
Strategic Analysis and Choice: Strategic Choice Process, Portfolio Analysis Techniques – BCG, GE, SPACE and Hofer's Matrices	[7]
Strategy Evaluation and Control: Importance of Strategic Evaluation, Participants and Barriers in Evaluation, Requirements for Effective Evaluation, Strategy Evaluation Process, Techniques of Strategic Evaluation and Control	[5]

Text Book:

1. Kazmi, Azhar, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi

References:

1. Prasad, L. M., Strategic Management, Tata McGraw Hill, New Delhi.
2. Pearce & Robinson, Strategic Management-Formulation, Implementation and Control, Tata McGraw Hill, New Delhi.
3. Hitt, Ireland and Hokkinson, Strategic Management- Competitiveness & Globalisation, Southwestern –Thompson Learning, New York.
4. Pearce & Robinson Jr. II, Strategic Management, A.I.I.B.S Distributors, New Delhi.
5. Nanjundaiah, R. and Ramesh S., Strategic Planning & Business Policy, Himalaya Publishing House, New Delhi.

BM 371 Retail Management 3-0-0-3

Introduction to Retailing System: Concept, Characteristics, Functions, Advantages and Disadvantages of retailing system, Changes in Retailing business, Branding through Retailers, Consumption-related Megatrends, Drivers of Success in the Retail sector, Stock Turns, Credit Management	[8]
Retailing Patterns: Store-based Retailing – Form of Ownership and Merchandise offered, Non-Store Retailing – Direct Selling and Direct Response Marketing, Supply Chain Management.	[8]
Consumer Behaviour and Retail Store Location: Forces influencing Retail Consumer – Social, Technological and Competitive; Retail Store Location – Concept, Importance, Types and Factors affecting Location Decision	[8]
Retail Atmospherics: Exterior Atmospherics, Interior Atmospherics, Store Layout and Visual Merchandising	[8]
Retail Marketing Mix: e-tailing, Customer Service and People	[7]

Text Books:

1. Pradhan, Swapna; Retailing Management – Text and Cases; TMH, New Delhi.
2. Bajaj, Tuli and Srivastava; Retail Management; OUP, New Delhi.

References:

1. Sinha, P. K. and D. P. Uniyal; Managing Retailing; OUP, New Delhi.
2. Berman, Barry and Joel Evans; Retail Management; Pearson Education, New Delhi.
3. Diamond, Jay and GeraidPintel; Retailing; Prentice-Hall, NJ.
4. Levy, Michael & Barton A. Weitz; Retailing Management; Irwin, London.
5. Morgenstein, Melvin and HarriatStrongin; Modern Retailing; Prentice-Hall, NJ.

BM 361 Introduction to Production and Operations Management 3-0-0-3

Introduction: Evolution, Need, Nature, Importance, Scope and Forecasting. [4]

Plant Location and Utilities: Steps in Location, Location Models. Utilities—Lighting, Ventilation, Air-conditioning, Sanitation, Noise Control. [3]

Plant Layout: Objectives of a good layout, Factors influencing layout, Principles of layout, Types, Significance, Layout Tools and Techniques. [5]

Job Design and Ergonomics: Objectives, Factors affecting Job design, Techniques of Job design, Machine- Worker interaction, Ergonomics- Meaning and Applications. [7]

Work Study: Definition, Importance, Benefits, Steps in work study. Method Study—Objectives, Advantages, Factors facilitating Method Study, Method Study Procedure, Recording Techniques, Motion Study—Importance, Principles, Work Measurement- Time Study. [10]

Quality Control: Definition, Importance, Quality Control Techniques, Statistical Quality Control- Advantages, Types of Control Charts—X, R, *p*, σ, *np*, C, OC-curve, Total Quality Management, Quality Circle. [10]

Text Book:

1. Aswathappa. K & Bhat, Shridhar. K; Production and Operations Management, Himalaya Publishing House, New Delhi.

References:

1. Goel, B.S; Production Operations Management, Pragati Prakashan, Meerut.
2. Adam & Ebert; Production and Operations Management, PHI, New Delhi.
3. Buffa & Sarin; Modern Production/Operation Management, John Wiley & Sons, New Delhi.
4. Production/Operations Management, MS-53 (IGNOU), New Delhi

FA 371 Business Mathematics 3-0-0-3

Permutations and Combinations: Meaning and Applications. [3]

Sequences and Series: Arithmetic and Geometric Progressions. [3]

Matrix Algebra: Matrices, type of matrices and determinants, adjoint, transpose and Inverse of a matrix. Value of a determinant, Cramer's Rule and its applications, use of matrices in solution of equations. [7]

Functions: Linear, quadratic, exponential and logarithmic. [5]

Trigonometry: Elements of Trigonometry, Trigonometric ratios of sum and difference of angles, multiple angle, inverse trigonometric ratios. [6]

Differentiation: Using first principles, differentiation of sum, difference, product and division of function, chain rule of differentiation, Simple applications of differential coefficients, maxima and minima. [8]

Integration: Integration as an anti-derivative, methods of integration, use of standard formulae, Simple applications of integration. [7]

Text Book:

1. Kapoor V.K.: Business Mathematics, Sultan Chand & Sons, Delhi

References:

1. Allen R.G.D: Basic Mathematics; Macmillan, New Delhi
2. Dowling E.T.: Mathematics for Economics; Schaum Series, McGraw Hill, London
3. Loomba, Paul: Linear Programming, Tata McGraw Hill, New Delhi
4. Vohra N.D.: Quantitative Techniques in Management; Tata McGraw Hill, New Delhi
5. Soni R.S.: Business Mathematics, Pitamber Publishing House, New Delhi
6. Holden: Mathematics for Business and Economics; Macmillan India, New Delhi
7. Mehta & Madnani: Mathematics for Economists, Sultan Chand & Sons, Delhi
8. Mehta & Madnani: Basic Mathematics, Sultan Chand & Sons, Delhi

BB 302-Internship 0-0-0-6

Evaluation of Internship would comprise of project report and Viva-voce

Third Year (Spring Semester)

BM 332 Business Environment 3-0-0-3

Introduction: Nature and Significance of Environmental Analysis for Business Decisions. [2]

Dimensions of Business Environment: Economic, Technological, Socio-cultural, Political, Legal-Regulatory and Market Conditions, General and Specific Relevance of Environmental Conditions. [6]

Economic Environment: Economic Policy – An Overview, Changes in Government Policies since 1991, Impact of Liberalisation, Globalisation and Structural Reforms. Import-export Policy and its Domestic and International implications, Financial sector reforms. [7]

Technological Environment: Dynamics of Technological Environment, Challenge of Technology Upgradation, Impact of Foreign Investment and Foreign Collaboration. [6]

Socio-Cultural Environment: Demographic Profile, Class structure and Mobility, Rural-urban convergence, Changes in Consumption habits and life styles, Social Responsibilities of Business. [6]

Political Environment: Impact of competing Political Ideologies, Political Stability and Instability on Business activities, Business and Politics. [6]

Market Environment: Competitive conditions, Impact of entry of MNCs, Future of small-scale enterprises, Problems of Sick Industries and Remedies. [6]

Text Book:

1. Aswathappa, K., Essentials of Business Environment, Himalaya.

References:

1. Cherunilam, Francis, Business Environment, Himalaya Pub. House, 1996.
2. Ghosh, P.K., Business and Government, 1998, Sultan Chand, Delhi.
3. Devis, Keith, and Blomstrom, Robert L., Business and Society: Environment and Responsibility, 1975.
4. Ghosh, P.K. and Kapoor, G.K., Business Policy and Environment, 1998, Sultan Chand, Delhi.
5. Adhikary, M., Economic Environment of Business (latest ed.), Sultan Chand, Delhi.
6. Jalan, B., India's Economic Crises, 1991, Oxford Univ. Press, New Delhi.
7. Dhingra, I.C., The Indian Economy: Environment and Policy, 1998, Sultan Chand, Delhi.
8. Cherunilam, Francis, Business and Government, Himalaya.

FA 362 Quantitative Analysis for Managerial Applications - II 3-0-0-3

Linear Programming: Formulation of Linear Programming Problem, assumptions underlying linear programming, Solution using graphical method. [5]

Simplex Method: Simplex table, Conditions for application of simplex method, Solution to maximization and minimization problems including the Big M method. Duality in linear programming. [10]

Transportation Model: Concept, Transportation problem as a special case of linear programming problem, Initial feasible solution, Optimal solution, Advantages and Limitations, Different models. [7]

Assignment Model: Assignment problem as a variant of transportation problem, Methods of solving assignment problems. [7]

Network Analysis: Meaning and importance, Critical path, Float, Programme Evaluation and Review Technique, Critical Path Method, Resource analysis and allocation, Crashing of network. [10]

Text Book:

1. Agarwal N.P.: Quantitative Techniques; Ramesh Book Depot, Jaipur

References:

1. Vohra N.D.: Quantitative Techniques in Management, Tata McGraw Hill, Delhi
2. Kapoor V.K.: Operation Research, Sultan Chand & Sons, Delhi
3. Tulsian, Pandey: Quantitative Techniques; Pearson Education, Delhi
4. Khandelwal, Gupta: Quantitative Analysis for Decision Making; Ajmera Book Company, Jaipur

BM 314 **Services Marketing** **3-0-0-3**

Introduction: Concept, Nature and Types of Services, Goods v/s Services Marketing, Services Marketing Triangle.	[5]
Environment for Services Marketing: Macro and Micro Environments, Understanding Service Customers – Models of Service Consumer Behaviour, Customer Expectations and Perception, Service Quality and GAP Model.	[10]
Market Segmentation and Selection: Service Market Segmentation, Targeting and Positioning.	[5]
Services Marketing Mix: Need for Expanded Marketing Mix, Planning for Service Offer; Pricing, Promotion and Distribution of Services; Management of People, Process and Physical Evidence; Matching of Demand for and Supply of Services.	[10]
Service Marketing Applications: Marketing of Financial, Tourism, Health and Educational Services; International Marketing of Services and GATS.	[9]

Text Book:

1. Bhattacharya, C., Services Marketing, Excel Books, New Delhi.

References:

1. Hoffman, D. and J. E. G. Bateson; Essentials of Services Marketing, South-Western Cengage Learning, Ohio, USA.
2. Rao, K. R. M.; Services Marketing, Pearson, New Delhi.
3. Lovelock, C. H.; Service Marketing, Prentice Hall, New Jersey.
4. Payne, A., The Essence of Services Marketing, PHI, New Delhi.
5. Verma, H. V.; Services Marketing, Pearson, New Delhi.
6. Zeithaml, V. A. et al; Services Marketing, Tata McGraw Hill, New Delhi.

BM 392 Rural Marketing 3-0-0-3

Rural Marketing: Importance, Nature and Scope; Rural vs Urban Marketing; Definition of Rural Area	[5]
Understanding Rural Marketing Environment: Geographical, Economic, Socio-Cultural and Infrastructural Factors and their Influence on Marketing Operations	[6]
Rural Consumer: Characteristics, Attitudes and Behaviour; Buying Patterns and Influences; Segmenting Rural Markets	[6]
Rural Marketing Strategies: Product Planning for Rural Markets, Quality and Size; Packaging and Branding Decisions; Pricing Decisions	[6]
Promotion and Distribution in Rural Markets: Media and Copy Decisions; Distribution Channels and Logistics in Rural Markets	[7]
Marketing of Agricultural Products: Pricing and Distribution of Agricultural Products; Role of Government and Organisations in Marketing of Agricultural Products; Co-operative Marketing; Problems in Agricultural Marketing	[9]

Text Books:

1.Kashyap, P.: Rural Marketing; Pearson, New Delhi.
2.Krishnamacharyulu, C. S.: Rural Marketing – Text and Cases; Pearson, New Delhi.

References:

1. Dogra, B. and Ghuman, K.: Rural Marketing – Concepts and Practices; TMH, New Delhi.
2. Ramkishen, Y.: New Perspectives in Rural and Agricultural Marketing; Jaico Publishing House, New Delhi.
3. Rajagopal: Management of Rural Business; Wheeler Publications, New Delhi.
4. Neelameghan S.: Marketing in India: Cases and Readings; Vikas Publishing House, New Delhi.
5. Gopalaswamy T. P.: Rural Marketing; Wheeler Publishers, New Delhi.
6. Nayyar H. and Ramaswamy P.: Globalization and Agricultural Marketing; Rawat Publications, Jaipur.
7. Memoria C. B.: Agricultural Marketing; Himalaya Publishing House, New Delhi.
8. Sayulu, Kuchi: Rural Marketing in India; Anmol Publications, New Delhi.

BM 324 Business Ethics and Values 3-0-0-3

Introduction: Business Ethics, Business Values, Inner Consciousness, Ethical Theories	[04]
Indian Management Ethos : Basic Principles of Indian Ethos for Management, Ethics in work life according to Bhagvad-Gita, Detached Involvement (Nishkam-Karma) and Attached Involvement (Sakam-Karma),Kautilya and Management. Relevance of Gandhian thought for the contemporary managers, Ethics and Corporate Excellence.	[8]
Corporate Social Responsibility: CSR in India, Social Responsibility of Business, Social Responsibility of Business towards different groups, Promoting Value-based Governance in organizations.	[10]
Corporate Governance: Introduction, Evolution of Corporate Governance and development in India, Shareholder Rights, Overview of Corporate Governance Forums, Corporate Governance and other stakeholders. Whistle- Blower Policies. Ombudsman	[8]
Sustainability: Meaning, Scope, Sustainability Terminologies and Meanings, Corporate Sustainability Reporting Frameworks- Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business.	[09]

Text Books

1. Corporate Governance and Stewardship by N Balasubramanian; Tata McGrawHill
2. Corporate Governance: Concept & Dimensions by Sanjiv Agarwal; Snow white Publications P. Ltd.

References :

1. Study Material ICSI
2. Guidance Note on Corporate Governance Certificate
3. Companies Act, 2013
4. Rules on Companies Act, 2013
5. Listing Agreement by SEBI

EM 292 Indian Financial System 3-0-0-3

Financial System- Meaning, Component of Financial System, Functions of Financial System. [3]

Legal Framework- : Ministry of Finance, Ministry of Commerce, Ministry of Corporate Affairs, Reserve Bank of India (RBI), Security and Exchange board of India (SEBI), Companies Act-2013, FEMA, FERA, Prevention of Money Laundering Act- 2002. [8]

Financial Institutions - Commercial Bank, Development Bank, Merchant Bank, Mutual Fund Companies, Insurance Companies. [8]

Financial Market & Instruments: Money market, Capital Market [10]

Stock Exchanges: NSE, BSE, MCX [04]

Financial Services: (Basic Knowledge): Merchant Banking, Factoring, Under writing, Credit rating, Investment advisor, Portfolio Management, Broker. [06]

Text Books

1. The Indian Financial System – Bharati V. Pathak.
2. Indian Financial System – M. Y. Khan.

References:

1. ICSI Study Material - Capital Markets and Securities Laws Chandra Prasanna: Financial Management: Theory and Practice; Tata McGraw Hill, New Delhi.
2. IDBI Annual Reports.
3. Sharma G.L. and Singh Y.P. (eds.): Contemporary Issues in Finance and Taxation; Academic Foundation, New Delhi.
4. Kapila Raj And Kapila Uma: Banking And Financial Reforms In India, Vol. I, II, III & IV, Academic Foundation, Delhi.
5. Saunders Anthony: Financial Institutions Management: A Modern Perspective; Irwin Publication, McGraw Hill Co., New York.
6. Madura Jeff: Financial Market And Institution; West Publishing Company, New York.
7. Srivastava, R.M.: Management of India Financial Institutions; Himalaya Publishing House, Mumbai

CURRICULUM
MBA (Integrated)

Fourth Year
Autumn Semester (Sem-VII)
Foundation Courses

	Course Title	Contact Hours
FC.20.501*	Principles of Management	12 hrs
FC.20.511	Introduction to Accounting	12 hrs
FC.20.521	Evolution of Indian Business	12 hrs

**Non-graded*

Each foundation course shall have 2 hours of session each day for six days. The courses shall not be part of the Grade Card.

Course Code	Course Title	L	T	P	C	ETE (Hrs)	Weightage (%)		
							CW*	MTE	ETE
MB.20.501	**Business Communication**	2	1	2	4	3	30	20	50
MB.20.511	Managerial Economics	3	1	-	4	3	30	20	50
MB.20.521	Management Accounting	3	1	-	4	3	30	20	50
MB.20.531	Organizational Behavior	3	1	-	4	3	30	20	50
MB.20.541	Women Leadership and Business	3	1	-	4	3	30	20	50
MB.20.551	**Marketing Management**	3	1	-	4	3	30	20	50
MB.20.561	**IT Tools for Manager**	2	-	2	3	3	30	20	50
	Sub Total				**27**				

Fourth Year
Spring Semester (Sem - VIII)

Course Code	Course Title	L	T	P	C	ETE (Hrs)	Weightage (%)		
							CW#	MTE	ETE
MB.20.502	**Business Research Methods**	3	1	-	4	3	30	20	50
MB.20.512	Financial Management	3	1	-	4	3	30	20	50
MB.20.522	Human Resource Management	3	1	-	4	3	30	20	50
MB.20.532	Operations Management	3	1	-	4	3	30	20	50
MB.20.542	Business Environment	3	1	-	4	3	30	20	50
MB.20.552	**Women Entrepreneurship**	3	1	-	4	3	30	20	50
MB.20.562	**Legal Aspects of Business**	3	1	-	4	3	30	20	50
	Sub Total				**28**				

#: ***Class Work (Marks Distribution): 10 Marks (Group Projects/Assignments) + 10 Marks (Individual Projects/Assignments) +10 Marks for Quiz/Presentation/Open Book test etc.***

MBA (Integrated)
Fifth Year
Autumn Semester (Sem – IX)

Course Code	Course Title	L	T	P	C	ETE (Hrs)	Weightage (%)		
							CW*	MTE	ETE
MB.20.603	**Strategic Management**	3	1	-	4	3	30	20	50
MB.20.613	Summer Internship Project**	-	-	-	3	-	-	-	100
Specialization-I	Elective – I	3	1	-	4	3	30	20	50
	Elective – II	3	1	-	4	3	30	20	50
	Elective – III	3	1	-	4	3	30	20	50
Specialization-II	Elective – I	3	1	-	4	3	30	20	50
	Elective – II	3	1	-	4	3	30	20	50
	Elective – III	3	1	-	4	3	30	20	50
	Sub Total				**31**				

Fifth Year
Spring Semester (Sem-X)

Course Code	Course Title	L	T	P	C	ETE (Hrs)	Weightage (%)		
							CW*	MTE	ETE
MB.20.604	**Business Ethics and Corporate Governance**	2	1	-	3	3	30	20	50
MB.20.614	Dissertation ##	-	-	-	3	-	-	-	100
Specialization-I	Elective - I	3	1	-	4	3	30	20	50
	Elective - II	3	1	-	4	3	30	20	50
	Elective - III	3	1	-	4	3	30	20	50
Specialization-II	Elective - I	3	1	-	4	3	30	20	50
	Elective - II	3	1	-	4	3	30	20	50
	Elective - III	3	1	-	4	3	30	20	50
	Sub Total				**30**				

Total Credits	**116**

Class Work (Marks Distribution): 10 Marks (Group Projects/Assignments) + 10 Marks (Individual Projects/Assignments) +10 Marks for Quiz/Presentation/Open Book test.

****: Summer Internship** duration shall be of 8 weeks. And evaluation pattern shall be – Report: 75% and Viva-Voce: 25%.

##: Dissertation shall spread over to two semesters i.e. III and IV. Evaluation is - 75% on report and 25% on Viva

Elective Areas

Finance

Course Code	Course Name
FM.20.603	Security Analysis and Portfolio Management
FM.20.613	Corporate Finance
FM.20.623	Banking and Insurance Management
FM.20.633	Financial Statement Analysis
FM.20.604	Financial Derivatives and Risk Management
FM.20.614	International Financial Management
FM.20.624	Financial Modeling
FM.20.634	Corporate Restructuring

Human Resource Management

Course Code	Course Name
HR.20.603	Organization Development Systems
HR.20.613	Talent Management
HR.20.623	Industrial Relations
HR.20.633	Human Resource Analytics
HR.20.604	Diversity and Inclusion
HR.20.614	Human Resource Development Systems
HR.20.624	Performance Management
HR.20.634	Compensation Management

Marketing

Course Code	Course Name
MM.20.603	Consumer Behavior
MM.20.613	B2B Marketing
MM.20.623	Marketing of Services
MM.20.633	Sales and Distribution Management
MM.20.643	International Marketing
MM.20.604	Integrated Marketing Communication
MM.20.614	Digital Marketing
MM.20.624	Rural Marketing
MM.20.634	Retail Management
MM.20.644	Strategic Brand Management

Business Economics

Course Code	Course Name
BE.20.603	Macroeconomic Theory and Policy
BE.20.613	Demand and Business Forecasting
BE.20.623	Money Banking and Finance
BE.20.604	International Business Economics
BE.20.614	Industrial Economics and Competitive Strategies
BE.20.624	Economics of Consumption

Social Sector Management

Course Code	Course Name
SM.20.603	Social Entrepreneurship
SM.20.613	Development Communications
SM.20.623	Business Strategies for Sustainability
SM.20.604	Management of Corporate Social Responsibility
SM.20.614	Management of Social Impact Institutions
SM.20.624	Social Impact Investment

Entrepreneurship and Family Business

Course Code	Course Name
EF.20.603	Entrepreneurship Theory and Practice
EF.20.613	Entrepreneurship and New Ventures
EF.20.623	Dynamics of Family Business Governance
EF.20.604	Management Tools for Entrepreneurs
EF.20.614	Project Formulation and Preparation
EF.20.624	Secrets of Success: Indian Family Business

FOURTH YEAR
AUTUMN
SEMESTER - VII

Business Communication

MB.20.501 **2-1-2-4**

Course Objective:

This course is designed to enhance the communication skills required in different business contexts through various interactive activities. This course will improve the student's self- confidence to express them in the professional business environment. This course will help and acquaint the participants with the basic concepts and techniques of communication, viz Listening, Speaking, Reading & Writing skills.

Course Contents

Effective Communication in Business: Importance and benefits, Components of communication, Forms of Communication, Communication process, Role of Verbal and Non-verbal symbols in communication, Barriers to effective communication, Overcoming communication barriers. **[5]**

Corporate Communication: Characteristics of oral communication, Principles and types of oral communication, Strategies to handle different communication, Professional communicator responsibilities, corporate communication and Public Relation, Role of social media in communication **[8]**

Forms of Communication in Written Mode: Planning and execution of messages, Writing reports, proposals and business plans, Drafting of notice, Agenda, Minutes and resolutions of meeting, Creating and delivering good presentations, Managing data and visuals. **[8]**

Business Etiquettes and Cross-cultural Communication: Introduction, Constituents of Etiquettes, Business Etiquettes and modern technology, Workplace culture, Communicating across different cultures, Culture and writing skills. **[6]**

Career Management and Technology: Introduction, Searching for talent, looking for Job, Planning for Job, Social Networking and Job search, Preparing for Resume, Cover Letter, Group Discussion and Interview, Technology in Business Communication. **[5]**

Storytelling for Business Success: Role of storytelling in businesses today, Methods of storytelling, Model of crafting an effective story, 7 C's of storytelling, Crafting participants' personal stories **[7]**

Text Books:

1. Lesikar, R.V., Flatley, M.E., Rentz, K., Lentz, P. and Pande, N. (2015), "Business Communication", 13th Edition, New Delhi: McGraw Hill Education.
2. Raman, M. and Singh, P. (2012), "Business Communication", 2nd Edition, New Delhi: Oxford University Press.

Reference Books

1. Chaturvedi, P.D. and Chaturvedi M. (2011), "Business Communication, Concepts: Cases and Applications, 2nd Edition, Pearson Education, India.
2. Mukerjee, H.S. (2013), "Business Communication", 2nd Edition, OUP India.

Managerial Economics

MB.20.511 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
The objective of this course is to familiarize the students with concepts and techniques used in Micro-Economic Theory and to develop their capability to apply these concepts and techniques in making decisions pertaining to different business situations. While conducting this course importance is given to the complexity of decision making process emanating from evolutionary changes that have occurred in the business firms over time.

Course Contents

Nature and scope of Managerial Economics: Economics and optimization techniques- Introduction to Economics and Managerial Economics, theory of the firm and objectives of the firm; Nature and functions of profit; total, marginal and average relationships Optimization analysis- profit maximization through total revenue-total cost approach; profit maximization through marginal analysis. **[6]**

Demand Analysis, Demand Estimation and Demand Forecasting- Individual's demand, specification of the demand function, factors affecting demand Different concepts of elasticity and their measurement, relationship between price elasticity, total revenue and marginal revenue Use of elasticity in managerial decision-making, introduction of demand estimation Methods of demand estimation; use of regression analysis in demand estimation; demand forecast with qualitative and quantitative methods. **[8]**

Theory of production, cost concepts, cost functions and estimation- Production function; short run production function, law of diminishing returns; Production Function and Iso-quants and Iso-costs function; Optimal combination of inputs for minimizing cost ; long run production function and returns to scale; Type of costs; short run and long run cost functions, marginal costs, average costs ; Fixed and variable costs and estimation of cost functions; break-even analysis. **[12]**

Market Structure, Pricing Practices and Game Theory-What are different market structures; Pricing under perfect competition; assumptions, short run and long run equilibrium of the firm and market Determination of price; profit maximization; Pricing under Monopoly: pure and discrimination monopoly; Pricing determination under Monopolistic Competition; Pricing under Oligopoly and Duopoly; Game Theory and Strategic Behavior; Role of the Government in pricing. **[13]**

Text Books

1. Salvatore, D. (2014), "*Managerial Economics in a Global Economy*", 8th Edition, New Delhi: Thomson South-Western.
2. Samuelson, A.P. and Nardhas, W.D. (2010), "*Economics*", 19th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Dholakia, R.H. and Oza, A.N. (2003), "*Microeconomics for Management Students*", New Delhi: Oxford University Press.
2. Gupta, G.S. (2003), "*Managerial Economics*", New Delhi: McGraw Hill Education.
3. Keat, P. and Banerjee, S. (2010), "*Managerial Economics: Economic Tools for Today's Decision Makers*", 6th Edition, New Delhi: Pearson Education.
4. Kreps, D.M. (2004), "*Microeconomics for Managers*", New Delhi: W.W. Norton and Company.

Management Accounting

MB.20.521 **3-1-0-4 (Contact hrs: 39)**

Course Objective

The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making. Applied side of the subject will be given more emphasis and attentions compared to its conceptual aspect.

Course Contents

Introduction: Accounting for Management, Role of Cost in decision making, Comparison of Management Accounting and Cost Accounting, types of cost, cost concepts, Elements of cost, Materials, Labour and overheads and their allocation and apportionment, Preparation of Cost Sheet, Methods of Costing, Reconciliation of Cost and Financial Accounting. **[4]**

Marginal Costing: Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making like single product pricing, multi-product pricing, replacement, sales etc. **[6]**

Differential Costing and Incremental Costing: Concept, uses and applications, Methods of calculation of these costs and their role in management decision making like sales, replacement, buying etc. **[8]**

Budgeting: Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control. **[8]**

Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications. Neo Concepts for Decision Making: Activity Based Costing, Cost Management, Value Chain Analysis, Target Costing & Life Cycle Costing : concept, strategies and applications of each. **[7]**

Responsibility Accounting & Transfer Pricing: Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications, Absorption Costing. **[6]**

Text Books

1. Horngren (2015), "Financial and Managerial Accounting", 5th Edition, New Delhi: Pearson Education.
2. Khan, M.Y. and Jain, P.K. (2103), "Management Accounting: Text, Problems and Cases", 6th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Colin, D. (2005), "Management Accounting for Business", 3rd Edition, Thomson, India
2. Pandey, I.M. (2009), "Management Accounting", New Delhi: S. Chand and Sons.
3. Pauline, W. (2006), "Financial and Management Accounting", 7th Edition, Pearson Education.

Organizational Behavior

MB.20.531 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
To change the way students think about and analyze behavior in organizations so that students become a more thoughtful and effective employee, co-worker, and manager.

Course Contents

Introduction: Historical evolution of OB, Organizational structure, Management functions and roles, Developing an OB Model. **[4]**

Individual Behavior: Personality and values, Personality assessment instruments, Attitudes and job satisfaction, Perception and attribution, linking individual behavior to the workplace. Learning: Concept, Learning theories, Reinforcement, Administering reinforcement, Organizational behavior modification. **[9]**

Motivation: Definition and importance, early theories of motivation, Contemporary theories of motivation, Motivational tools in organization – Job characteristics model, Employee involvement, Rewards. **[7]**

Group Behavior: Concept of Groups, Stages of group development, Group properties, Group decision making, creating effective teams, turning individual into team players. Skills for Managing Teams: Communication, Conflict, Power and Influence, Emotional intelligence. **[8]**

Leadership: Concept, Leadership styles, Theories – Trait, Behavioral, Contingency; Finding and creating effective leaders. **[6]**

Managing Modern Organizations- Culture formation, Managing cross cultural differences, Innovation and learning organization. **[5]**

Text Books

1. Luthans, F. (2013), "Organizational Behavior-An Evidence-Based Approach", 12th Edition, New Delhi, McGraw Hill Education.
2. Robbins, S.P., Judge, T.A. and Vohra, N. (2017), "Organizational Behavior", 16th Edition, New Delhi, Pearson Education.

Reference Books

1. Newstrom, J.W. (2007), "Organizational Behavior-Human Behavior at Work", 12th Edition, New Delhi, McGraw Hill Education.
2. Pareek, U. and Khanna, S. (2011), "Understanding Organizational Behavior", 3rd Edition, New Delhi, Oxford University Press.
3. Parikh, M. and Gupta, R. (2010), "Organizational Behavior", McGraw Hill Education.

WOMEN LEADERSHIP AND BUSINESS

MB.20.541 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- The primary objective of this course is to begin to uncover and understand the unique challenges, constraints, and opportunities that face women today as they ascend to leadership positions in organizations.
- A secondary objective of the course is to encourage students to think critically about the kinds of interpersonal, social, and cultural changes that are necessary to support women's advancement in positions of power and authority.

Course Contents

Women in Management: Current status of women leaders, Concepts of gender and leadership in Indian culture, Global gender perspectives in business, Confronting problems faced by women in organizations, Human resource management for gender diversity, Identity and social networking, Legal perspectives for women in India, Working women in emerging markets. **[6]**

Leadership: Concept, Leadership development for women, Leadership identity, Leadership assessment, Aligning leadership strategy and style with personal values and self-image, Personal brand in the workplace, Successful women leadership models abroad. **[6]**

Building Leadership Potential Self-awareness, Emotional intelligence, Leading and managing teams, Interpersonal skills, Conflict management, Managing and leading teams, Effective negotiations. **[8]**

Leadership Communication: Persuasion and argumentation, Thinking through a management situation, Presentation skills, Communication analytics. **[6]**

Developing a Leadership Style: Leading with authenticity, Strategies for implementing personal change, Leveraging talent in teams, Diversity inclusion, Coaching sessions in small groups. **[5]**

Managing in a digital age: Data Analytics, Digital Marketing, Identity and social networking **[3]**

Business Transformation: Bird's eye view of organizational functioning – Finance, Marketing, HR and Operations Management of systems - Entrepreneurial skills, Strategic leadership. **[5]**

Text Book:

1. Eagly, A. H., & Carli, L. L. (2007). Through the labyrinth: The truth about how women become leaders. Boston, MA: Harvard Business School Press.

Reference Book:

1. Northouse, P. G. (2016). Leadership: Theory and practice (7th ed). Thousand Oaks, CA: Sage.

Marketing Management

MB.20.551 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

In this comprehensive and practical introduction to marketing management, the learner will improve their ability to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans.

Course Contents

Understanding Marketing Management: Defining marketing for new realities, the value of marketing, the scope of marketing, core marketing concepts, the new marketing realities. **[6]**

Developing Marketing Strategies and Plans: Marketing and customer value, the value delivery process, the value chain, core competencies, strategic marketing planning and process, building customer value, satisfaction, and loyalty. **[6]**

Conducting Marketing Research: The scope of marketing research, the marketing research process, measuring marketing productivity. **[5]**

Analyzing Consumer and Business Market: Consumer behaviour and factors influencing consumer behaviour, the buying decision process, organizational buying and participants. Organizational buying process and stages. **[6]**

Building Strong Brands: Identifying market segments and targeting, segmentation criteria, crafting the brand positioning, creating brand equity, managing brand equity. **[5]**

Creating value through product and pricing: Product characteristics, classifications and differentiation, product life cycle and marketing strategies, developing pricing strategies and programs. **[5]**

Designing and Managing Integrated Marketing Communication: the role of marketing communication, developing effective communication, managing the integrated marketing communication process, managing advertising, sales promotion, event & experience, and public relations. Managing digital communication – online, social media, and mobile. **[6]**

Text Books

1. Kotler, P. and Keller, K.L. (2016), "Marketing Management", 15th Edition, New Delhi: Pearson Education.
2. Saxena, Rajan. (2019), "Marketing Management", 6th Edition, McGraw Hill Education

Reference Books

1. Grewal, D. and Levi, M. "Marketing," 5th Edition, Chennai: McGraw Hill Education.
2. Kotler, P., Jain, D.C. and Measincee, S. (2002), "Marketing Moves: A New Approach to Profit Growth and Renewal", Boston: Harvard Business School Press.

IT Tools for Managers

MB.20.561 **2-0-2-3**

Course Objective:

In an increasingly complex world, information technology thinking, understanding, and skill are more important than ever. In this course participants are introduced to the fundamental concepts and with skills for proficiency in information system. The objective is to present the data in a more meaningful way, which allows simpler interpretation of the information and data.

Course Contents

Introduction to IT tools and MIS: Systems, data and information and knowledge, Importance of IT tools like spreadsheet, MS-Excel, and MIS in the competitive business environment. Introduction to Information Systems Technology, Basic Excel skills, Using Excel functions and developing Spread Sheep Models. **[7]**

Art of developing Spread sheet models – Guidelines to develop an adequate spread sheet model. Database Management System, Networking, Systems and Application Software, IT's people view, empowering people through information. **[7]**

Managing change – the Indian paradigm. managing the digital divide, big data. Decision Making and Types of information systems, Management information systems, transactions processing systems, decisions support systems, expert systems, office automation systems and knowledge-based systems. **[8]**

Structured decision making, unstructured decision making and semi structured decision making, Information Systems Analysis & Design, Stages of SDLC, Feasibility study, systems study and systems design, Resource utilization, implementation, audit, operation, maintenance and modification, **[8]**

Functional Information Systems, Marketing, Finance, HR, Production/Operations information systems, Enterprise Resource Planning, Process Mapping, Implementation Management. **[9]**

Text Books

1. Albright, C.S., Winston, W.L. and Zappe, C. J (2009), "*Decision Making Using Microsoft Excel*", New Delhi: Cengage Learning.
2. Efraim, T., Dorothy, L., Ephraim, M., and James, W. (2010), "*Information Technology for Management: Transforming Organizations in the Digital Economy*", 7 Edition, New Delhi: John Wiley and Sons.

Reference Books

1. O'Brien, J.A. (2010), "*Management Information Systems: Managing Information Technology in the Business Enterprise*", 7 Edition, New Delhi: McGraw Hill Education.
2. Stair, R. (2008), "*Principles of Information System*", New Delhi: Cengage Learning.
3. Williams, B.K. and Sawyer, S.C. (2012), "*Latest Complete Version Using Information Technology: A Practical Introduction to Computers and Communications*", New Delhi: McGraw Hill Education.

FOURTH YEAR
SPRING
SEMESTER - VIII

Business Research Methods

MB.20.502 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem (basic or applied) and, using this understanding, develop and use an actionable research proposal. The students will gain an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem.

Course Contents

Introduction to Statistics: Origin, Nature and scope in business management, Data processing – Classification, Summarization, Tabulation of data – presentation (tabular and graphic) – Frequency distribution, Measures of central tendency - Arithmetic mean, Weighted mean, Geometric mean, Median, Mode, and Partition values – Quartiles, Deciles and Percentiles, Measures of dispersion - Range, Quartile deviation, Standard deviation, Variance and Co-efficient of variation **[6]**

Business Research: Nature of business research, Business research process, Ethics in business research, recent trends. **[4]**

Research Designs: Introduction and classification, Exploratory Research, Descriptive research, Causal research. **[4]**

Measurement and Scaling: Primary scales of measurement, Comparative scaling Techniques, Non-Comparative scaling techniques and Scale evaluation. **[5]**

Data Collection & Preparation: Primary data, Secondary data, Questionnaire and form design, Objectives, Design process. **[5]**

Sampling: Sampling design process, Classification of sampling techniques, Sample size determination. **[4]**

Data Analysis: Hypothesis meaning, Sources types - Parametric and non-parametric tests, Parametric test, T test, F Test and Z test, Non Parametric Test - U Test, Kruskal Wallis, Sign test, Discriminant analysis, Factor and cluster analysis. **[7]**

Report Writing & Presentation: Significance, Report writing- Steps, Layout, Presentation - Executive summary, Precautions, Norms for using tables, Charts and diagrams – Appendix, Index and Bibliography. **[4]**

Text Books

1. Bajpai, N. (2017), "*Business Research Methods*", 2nd Edition, New Delhi: Pearson Education.
2. Mishra, P. (2015), "*Business Research Methods*", New Delhi: Oxford University Press.

Reference Books

1. Bryman,A. and Bell, E. (2015), "*Business Research Methods*", 4th Edition, OUP New Delhi:
2. Cooper, D. R., Schindler, P.S., Sharma, J.K. (2015), "*Business Research Methods*", 11th Edition, New Delhi McGraw Hill Education.

Financial Management

MB.20.512 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
The objective of this course is to develop a foundation of financial management concepts. This will enable the students to understand how corporations make investment & financing decisions. This course will help the students in understanding both the theoretical and practical role of financial management in business corporations.

Course Contents

Introduction to Finance: Financial markets, Financial institutions, Financial services, Financial instruments, Functions and goals of finance. ***Financial Management***: Nature, Scope, and Objectives of financial management, Time value of money, Risk and return. **[6]**

Capital Structure and Cost of Capital: Capital structure and leverage, Optimum capital structure, Measurement of specific costs, Computation of overall cost of capital **[9]**
Financing Decision: Long-term financing, Short-term financing, Term financing, Venture capital, Basics of lease financing.

Capital Budgeting: Principles, Techniques, Measurement and evaluation, Case study problems. **[9]**
Working Capital Management: Planning of working capital, Working capital financing and Inventory management.

Financial derivatives: Options, Futures, Forwards, Warrants, Hedging using derivatives. **[5]**

Dividend Policy Decision: Dividend and valuation, Determinants of dividend policy **[5]**

Behavioral Finance Investment Decision Cycle: Judgment under uncertainty, Utility/ Preference functions, Expected Utility Theory [EUT]. **[5]**

Text Books

1. Horne, V. (2008), "*Fundamentals of Financial Management*", 12 Edition, New Delhi: Pearson Education.
2. Lawerence, J.G., and Zutter, C.J. (2015), "*Principles of Managerial Finance*", 14 Edition, New Delhi: Pearson Education.

Reference Books

1. Brigham, E.F. (2014), "*Financial Management Theory and Practice*", 14 Edition, New Delhi: Cengage Learning.
2. Chandra, P. (2008), "*Financial Management*", 7 Edition, New Delhi: McGraw Hill Education.
3. Khan, M.Y. and Jain, P.K. (2005), "*Basic Financial Management*", 2 Edition, New Delhi: McGraw Hill Education.
4. Pandey, I.M. (2008), "*Financial Management*", 10 Edition, New Delhi: Vikas Publishing House.

Human Resource Management

MB.20.522 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
This course will help students to learn the basic concepts and frameworks of human resource management (HRM), and understand the role that HRM has to play in effective business administration. This course will also discuss how these elements relate to the various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, placement, evaluation, compensation, development etc) and organizational culture.

Course Contents

HRM: Meaning, Nature, Scope and functional area of HRM, Approaches to HRM- soft hard, Strategic HRM, Managing HR Function: Organizing the HR Unit, Line and Staff Relationship, Policies and Procedures, Planning HR activities, Controlling HR Function **[6]**

HRP: Concept of HRP, Objective, HRP Process, Strategic role of HRP Job Analysis, Job Description, Job Specification and Job Design, Recruitment: sources/ Methods, Selection - Steps in selection procedures, Interview (Structured/ Non-structured), Induction and Placement. **[9]**

Training and Development: Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing, Career management and Talent Management. Nature, objectives and process; **[6]**

Performance management: Methods of performance appraisal; Potential appraisal; Employee counseling - Concept and policies. **Compensation** - Base and supplementary compensation; Individual, group and organization incentive plans, Fringe benefits, Performance linked compensation, Employee stock option, Job evaluation. **[7]**

Employee health and safety: Employee welfare; Social security measures, Employer-employee relations- An overview; Grievance handling and redressal, Industrial disputes: Causes and settlement machineries, Trade Union- Nature, Trade Union Movement in India, Strategic choices before managers and unions and managing unions. **[6]**

Virtual Organizations and role of HR: Managing Employee Downsizing, Employee Empowerment and Worker's Participation in Management, Changing Role of HR in Global Scenario. **[5]**

Text Books

1. Ashwathappa, K. (2015), "*Human Resource Management*", 7 Edition, New Delhi: McGraw Hill Education.
2. Dessler, G. and Varkkey, B. (2017), "*Human Resource Management*", 15 Edition, New Delhi, Pearson Education.

Reference Books

1. Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M. (2009), "*Human Resource Management*", 5 Edition, New Delhi: McGraw Hill Education.
2. Mondy, A.W. and Noe, R.M. (2016), "*Human Resource Management*", 14 Edition, New Delhi, Pearson Education.
3. Banfield, P. and Kay, R. (2009) "*Introduction to Human Resource Management*", New Delhi: Oxford University Press.

Operations Management

MB.20.532 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

Operations management exists in diverse types of functions, industries, organizations, and management jobs. Operations managers range from first-level supervisors to senior vice- presidents, who use a variety of resources to systematically plan, design, manage, and improve systems that effectively accomplish the operations task. The challenge for operations managers is to produce products and deliver services in a way that is compatible with the business strategy of the company.

Course Contents

Understanding Operations: The Field of Operations Management, Production Systems, OM in the Organizational Chart, Operations as Service, Historical Development of OM, Current Issues in Operations Management. **[4]**

Operations Strategy: Operations Strategy, Operations Competitive Dimensions, The Corporate Strategy Design Process, Strategic Fit-Fitting Operational Activities to Strategy, Productivity Measurement. **[6]**

Supply Network Management: Designing and managing supply networks, The design of services and products, Process Design, Process Analysis, Location, Layout and flow, The Product Design Process, Designing for the Customer, Designing Products for Manufacture and Assembly, Process Selection, Manufacturing Process Flow Design. **[8]**

Measuring Product Development Performance, Service Encounters, Structuring the Service Encounter, Service-System Design Matrix, Managing Capacity, Managing Demand, Inventory Management. **[8]**

Quality Management & Control: Quality Concept, Costs, Tools, Statistical Process Control, Process Capability, Operations Strategy, Lean Synchronization, : Process Analysis – Process utilization and capacity, impact of variability, Understanding Supply Chain Management. **[8]**

Quality Management & Control: JIT and Lean Production , Performance Management System, Design of Operating Systems, Managing Projects, Linking Behavior to Operations, Linking Finance to Operations. **[5]**

Text Books

1. Chase, R.B., Shankar, R. and Jacobs, F.R. (2015), "*Operations and Supply Chain Management*", 14Edition, New Delhi: McGraw Hill Education.
2. Heizer, J. and Render, B. (2015), "*Operations Management: Sustainability and Supply Chain Management*", 11 Edition, New Delhi: Pearson Education.

Reference Books

1. Bedi, K. (2013), "*Production and Operations Management*", 3 Edition, New Delhi: Oxford University Press.
2. Buffa, E.S. and Sarin, R.K. (2008), "*Modern Production/Operations Management*", New Delhi: John Wiley and Sons.
3. Chary, S.N. (2015), "*Production and Operations Management*", 5 Edition, New Delhi: McGraw Hill Education.

Business Environment

MB.20.542 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To understand the overall business environment and evaluate its various components in business decision making.
- To understand the real life situations vis-à-vis economic systems of India and other countries.
- To analyze the impact of economic reforms on different industries.
- Explore socio-cultural issues of the society that influence business decisions.
- To understand legal environment of business in order to comply with it.

Course Contents

Nature and Characteristics of Contemporary Business: Internal and external environmental factors, Environmental analysis and strategic management. **[4]**

Environmental Analysis and Forecasting: Environment scanning and its processes, Techniques for environmental forecasting, Benefits and limitations of environment forecasting. **[4]**

Anatomy of the Indian Economy: Economic system, Planning process, Trend in macroeconomic variables, Economic structure and the stage of development. **[12]**
Economic Policies: Determinants of National Income, Inflation, Fiscal policy, Monetary policy and Trade policy, Economic fluctuations.

Politico-legal Environment: Relationship between business and Government, Important business laws in India - Companies Act, Competition Law, FEMA, SEBI Act, and Consumer Protection Act. **[5]**

Impact of Culture and Values: Inter-relationship between business and society, Salient features of Indian culture and values and its impact on business, The stakeholder Model of business, Problems created by business, SA8000. **[5]**

Technological Environment: The contribution of technology, Integrating technology with Business, Technology transfer, Managing technology for development, Multinationals as source of technology. **[4]**

Economic Reforms in India: The New Economic Policy – Globalization, Exim policy, Banking policy and FDI policy, Reforms in capital market, Salient Features of WTO. **[5]**

Text Book:

1. Cherunilam Francis, Business Environment: Text & Cases, 17th revised edition, Himalaya Publishing House.

References Books:

1. AC Fernando, Business Environment (2011), Pearson Education.
2. Aswathappa K, Essentials of Business Environment (8th edition), Himalaya Publishing House.
3. Pailwar Veena Keshav, Economic Environment of Business (2009), PHI

Women Entrepreneurship

MB.20.552 **3-1-0-4 (Contact Hrs: 39)**

Course Objective

Gender is a critical factor as it shapes our understanding of whom and what can be legitimately recognized as an entrepreneur. This course seeks to develop an understanding of a woman entrepreneur and the specific requirements and conditions that affect the same.

Course Contents

Woman Entrepreneur: Profile of women-owned businesses, Typology of female entrepreneurs, The Socio-economic context of female entrepreneurship - Labour market structure, occupational segregation, gender pay gap, work-life balance, workplace discrimination, glass ceiling effect, sexrole inventory, gender role expectations of society, stereotyping, perception towards female underperformance. **[8]**

Feminist approaches: Defining gender, Sensitivity and women, Role expectations for women, House work versus office/business work, Double roles of women, Role of women in family businesses, The 5M framework, Female networking, gender roles and activities, Resources- Access to entrepreneurial capital, Social capital, Human capital, Financing women owned businesses, Accessing finance, Challenges faced by women entrepreneurs, Venture capital funding for women. **[8]**

Entrepreneurship as empowerment: High technology entrepreneurship and women entrepreneurs, Science and technology enterprises, Gender and technology, Entrepreneurship, Gender and empowerment, Entrepreneurial opportunities for women, Motivating women entrepreneurs. **[7]**

Women entrepreneurs in India: Rural and urban, Roles, Education levels, Social roles and perception of women, Potential projects, Social entrepreneurship, Role of women in the economy, Role of women in the earning potential of a household, Reception of women entrepreneurs, Obstacles faced by women entrepreneurs, Needs of women entrepreneur, Efforts to increase women entrepreneurship in India, Programs for women entrepreneurs, Institutions engaged in promoting women entrepreneurship. **[10]**

Case studies of Women entrepreneurs. **[6]**

Text Books:

1. McAdam, M., Female Entrepreneurship, Routledge
2. Case Studies = Menon, S., Leading Ladies, Vol. I and II, Fortytwo Books, Mumbai.

References Books:

1. Lavanya, T., Women Empowerment through Entrepreneurship, New Century Publications
2. Kumar, Anil, Women Entrepreneurship in India, Regal Publications
3. Singh, A.K., Suguna, K. and Reedy, R.V.M, Women Entrepreneurship, Vol. I & II, Serials Publications
4. Guillen, M.F. , Women Entrepreneurship, Routledge
5. Kirpal, A., Women Entrepreneurs, Sage Publishers
6. Jauhari, V., Griffy-Brown, C., Women, Technology and Entrepreneurship, Reference Press

Legal Aspects of Business

MB.20.562 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To provide an overview of important laws those have a bearing on the conduct of business in India.
- To address current issues in the Corporate Tax, contracts, sales and labor law and assess the impact of these laws on business.
- To examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms.
- To understand electronic governance and electronic records and various modes of dispute resolution in business transactions.

Course Contents

The Indian Contract Act, 1872: Contract defined, Establishing the contract - Offer and acceptance, Essentials of a valid contract, Performance of contract, Breach of contract and its remedies, Contingent contract, Quasi contracts, Agency. **[6]**

The Companies Act, 2013: Major principles – Nature and types of companies, Formation - Memorandum and Articles of Association, Prospectus, Power, Duties and liabilities of directors, Winding up of companies, Corporate Governance. **[8]**

The Sale of Goods Act, 1930: Nature of contract of sale, Conditions and warranties, Transfer of ownership and delivery, Rights of unpaid seller and rights of buyer. **[5]**

Industrial laws: An Overview of Factories Act, Payment of Wages Act, Payment of Bonus Act, Industrial Disputes Act, Minimum Wage Act. **[6]**

The Competition Act, 2002: Competition commission – aims and objectives, Major concepts, Prohibition of anti-competitive agreements, Prohibition of abuse of dominant position, Regulation of combination, Power of commission. **[5]**

Consumer Protection Act, 1986: Consumer and complainant, Consumer rights, Procedures for consumer grievances redressal, Types of consumer redressal forums. **[5]**

The Information Technology Act, 2000: Objectives, Acknowledgement and dispatch of electronic records, Digital signature, Duties of subscriber, Penalties and adjudication. **[4]**

Text Book:

1. Pathak Akhileshwar, Legal Aspects of Business, 6th Edition, McGraw Hill (India).

References Books:

1. Kapoor N.D., Elements of Mercantile Law, Sultan Chand and Company, India, 2006.
2. Kumar Ravinder, Legal Aspects of Business, Third Edition (2013), Cengage (India).
3. Tulsian P.C. and Tulsian Bharat, Business Law.

FIFTH YEAR
AUTUMN
SEMESTER - IX

Strategic Management

MB.20.603 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

The course provides participants a general management perspective and facilitates understanding of the concept of strategy, strategic process and its impact on functional, divisional and corporate levels.

Course Contents

Concept, Nature and Scope: Definitions of various strategic terms – Strategy, Corporate Strategy, Business Strategy, Operational Strategy Competitive Advantage and generic building blocks, Sustainable Competitive Advantage, Resources, Capabilities, Resource Based View of the Organization, core competency, distinctive competency, Mission, Visions, Goals, Objectives, Business Model Strategy Making Process: cursory concepts. **[7]**

External Analysis: Strategic Groups, Competitor Analysis: Porter's FFF, EFE (External Factor Analysis) Industry Life Cycle, PESTLED, CPM Matrix (Competitive Profile) Matrix Internal Analysis: Value Chain Concept and Analysis, IFE (Internal Factor Evaluation) Matrix SWOT, TOWS matrix, SPACE matrix. **[8]**

Competitive positioning and the business model: Competitive positioning and business- level strategy, Competitive positioning: Generic business level strategies, Dynamics of competitive positioning. Strategies in fragmented, embryonic, growth industries, Navigating through life cycle to maturity, Strategy in mature and declining industries, Game Theory. **[9]**

Corporate-level Strategy: Horizontal and Vertical Integration, Cooperative Relationships, Strategic Outsourcing, Related and Unrelated Diversification Strategy in the Global Environment: Porter's Diamond, Profitability and profit growth through global expansion, Cost reduction and local responsiveness pressures, choosing a global strategy, Basic entry decisions, Global strategic alliances, Mergers and Acquisitions Strategic Change and **[9]**

Turnaround Strategy: Change Management, Turnaround Strategy. Implementing Strategy through Organizational Design: Controls, Structure, Culture; Building Distinctive Competencies at the functional level implementing strategy in companies operating in single industry, across industries and countries Strategic Audit; Strategy Review, Evaluation and Control – Balanced Score Card. **[6]**

Text Books

1. Barney, J.A. and Hesterly, W.S. (2010), "*Strategic Management and Competitive Advantage*", 5th Edition, New Delhi: Pearson Education.
2. Pearce, J.A. II, Robinson, R.B. and Mittal, A. (2016), "*Strategic Management: Formulation, Implementation and Control*", 12th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Dess, G.G., Lumpkin, G.T., Eisner, A.B., McNamara, G. and Kim, B. (2013), "*Strategic Management: Creating Competitive Advantages*", 6th Edition, New Delhi: McGraw Hill Education.
2. Hill, C.W.L., Schilling, M.A. and Jones, G.R. (2017), "*Strategic Management Theory: An Integrated Approach*", 12th Edition, New Delhi: Cengage Learning.

Summer Internship Project

MB.20.613 **0-0-0-3**

Course Objective:
The summer internship project is designed to engage the participants in a field experience with an opportunity to share their hands on experiences and corporate insights, to explore the links between participants' academic preparation and their field work, and to assist participants in developing and carrying out the summer project which will serve to culminate their corporate internship experience.

Internships are individualized and tailored to the needs and interests of each participant in the program. As part of the internship experience, participants are expected to take an active role in finding an appropriate internship for themselves.

Course Contents

Summer internship project is a three credit (full-time) course in which participants must enroll. Participants must maintain a journal of their daily activities and complete a paper analyzing their organizations' mission, structure, accomplishments, and current projects.

Duration: 8 weeks

The evaluation for this course will be determined as follows:

Evaluation pattern shall be – Report: 75% weight and Final Viva-Voce: 25%.

Statement on Academic Dishonesty
Academic dishonesty is defined to include any form of cheating and /or plagiarism. Cheating includes, but is not limited to, such acts as stealing or altering testing instruments; falsifying the identity of persons for any academic purpose; offering, giving, or receiving unauthorized assistance on an examination, quiz, or other written or oral material in a course; of falsifying information on any type of academic record. Plagiarism is the presentation of written or oral material in a manner which conceals the true source of documentary material, or the presentation of material which uses hypotheses, conclusions, evidence, data, or the like, in a way that the participant appears to have done work which she did not, in fact, do.

Security Analysis and Portfolio Management

FM.20.603 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- The basic objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved.
- The course is designed with a view to acquaint the students with the working of security market and principles of security analysis
- To develop the skills required for portfolio management so as to be able to judge the competitive position of firms in capital market and review the related business decisions.

Course Contents

Role of Security Markets in Economy: Organization and Mechanics of Indian Security Markets, Various Securities and their Characteristics, Objective of the Security Analysis Functions of an Organized Security Market, Mechanics of Security Trading, Various Types of Security Markets and their Functions. **[8]**

Stock Exchanges: OTCEI, Depository, Role of SEBI with regard to Secondary Markets, The Role and Functions of Various Players and Agencies in the Secondary Market, Risk and Return, Utility Theory, Portfolio Theory, CAPM, APT, Multi-factor Models, Options and Futures, Security Analysis. **[10]**

Fundamental Analysis: Internal Value and Market Value of Various Securities; Internal Value and Market Value of Firm, Pricing of Security (IPOs and Seasoned Equity Open), Financial Statement Analysis, Projecting Earnings under Stable as well as Dynamic Conditions, including Risk and Inflation Factors, The Risk Factors, including Internal Risk, Technical Analysis of Security Pricing, Market Efficiency and Behavioral Finance. **[10]**

Portfolio Management: Portfolio Theory, Portfolio Criteria, Efficient Set, Portfolio Selection and Diversification, The Shape and the Risk Function (including CAPM Model Technical Analysis, Random Walk and Martingale Model), Portfolio Management, Portfolio Objective, Size of Portfolio, Selection Basis and Readjustment, Timings of Disinvestment, Market Microstructure. **[11]**

Text Books

1. Fischer, D.E. and Jordan, R.J. (2009), "*Security Analysis and Portfolio Management*", 6th Edition, New Delhi: Prentice Hall of India.
2. Prasanna, C. (2102), "*Investment Analysis and Portfolio Management*", 4th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Elton, E.J., Gruber, M.J., Brown, S.J. and Goetzmann, W.N. (2014), "*Modern Portfolio Theory and Investment Analysis*", 9th Edition, US: Wiley.
2. Marcus, A.J., Mohanty, P., Bodie, Z. and Kane, A. (2009), "*Investments*", 8th Edition, New Delhi: McGraw Hill Education.
3. Reilly, F.K. and Brown, K.C. (2011), "*Investment Analysis and Portfolio Management*", 10th Edition, Cengage Learning.

Corporate Finance

FM.20.613 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To familiarize participants with basic concepts, tools and techniques for analyzing corporate study and understanding.
- To assess and compare the mechanics of discounting cash flows and free cash flows under budgeting criteria.
- To understand the debt structuring for optimal capital structure.
- Evaluate the optimal capital structure and effect of leverage on capital structure.

Course Contents

Introduction to Corporate Finance: Finance function and the role of financial manager, impact of corporate governance on financial decision making; the goal of the firm. **[5]**

Valuation and Capital Budgeting: The analysis of discounted Cash Flow Valuation, FCFF evaluation criteria, EV and EVA valuation Making Capital Investment decisions, and mechanics of Interest Rates & Bond Valuation, duration, convexity and term structure of financial assets, Stock Valuation **[10]**

Risk : Risk & Return, Capital Asset & Pricing Model, Cost of Capital &Valuation **[7]**

Corporate Financing decision: Financial leverages and capital structure policy, Optimum capital structure: concepts, Limit to the use of debt. Long term financing: Leasing, Capital budgeting impact of inflation and taxes, Valuation and Capital Budgeting for the levered firm, Practical problems in capital budgeting, Capital investment decisions, dividend and other payouts. **[10]**

Long term financing: Leasing, hire purchase, factoring. **[7]**

Text Books

1. Damodran, A. (2014), "*Applied Corporate Finance*", 4th Edition, New Delhi: John Wiley and Sons.
2. Ross, S.A., Westerfield, R.W., Jaffe, J. and Kakani, R.K. (2017), "*Corporate Finance*", 11th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Berk, J. and DeMarzo, P. (2017), "*Corporate Finance*", 4th Edition, New Delhi: Pearson Education.
2. Brealey, R.A., Myers, S.C., Allen, F. and Mohanty, P. (2014), "*Principles of Corporate Finance*", 11th Edition, New Delhi: McGraw Hill Education.
3. Damodran, A. (2007), "*Corporate Finance: Theory and Practice*", 2nd Edition, New Delhi: John Wiley and Sons.

Banking Insurance and Management

FM.20.623 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

The objective of this course is to nurture the knowledge of operations of BFSI. With the advent of market oriented approach financial sector, mainly banking and Insurance face the challenge to continuously innovate and improve their products and services. This calls for excellence in the performance of operations of BFSI. This course provides detailed understandings of operations' of BFSI. This course designed to assist the students in understanding both the theoretical and practical of operations of BFSI.

Course Contents

Introduction to Financials Services: Meaning and concepts of banking, Functions of banks. Study on concepts, purposes and mechanism of Insurance, Principles of insurance, and types of insurance, essential feature of insurance contracts. Credit Management in Banks, Types of credit, Modes of credit delivery– Loan Policy, Monitoring and Review of Loan Portfolio – Management of Non-Performing Assets (NPAs) – Classification of NPAs. **[7]**

Treasury Management, Objectives of Treasury, structure & Organization, Functions and Responsibility of Treasurer, Cost Centre, Profit Centre, Integrated Treasury, Planning and Control, Liquidity Management CRR/CCIL/RTGS. **[7]**

BASEL Norms - Three pillars of BASEL Norms and Capital for Operational risk, Frame work for risk management, RBI guidelines on risk management , Risk rating and risk pricing , Methods for estimating capital requirements , Credit risk - standardized approach, advanced approach, Credit rating / credit scoring and rating system design. **[7]**

Product development in the life and non-life insurance sectors in India, Insurance Underwriting - need for insurance underwriting, factors that affect the activities performed by the underwriter, steps involved in the process of insurance underwriting. **[7]**

Factors affecting the insurance claim management system, types of documents needed in various types of claims, meaning of 'Causa Proxima' in insurance claim settlement, Insurance and Risk - significance of insurance and risk, Risk Management Process, role of risk evaluation in the process of insurance product formation, principles of insurance pricing and marketing, **[5]**

Elements in Computation of Life Assurance Premium –Mortality, Interest, Expenses, Level Premium System, Calculation of Age, Steps involved in calculation of premium, tools and techniques used in pricing individual life and health insurance. **[6]**

Text Books

1. Dorfman, M.S. (2012), "*Introduction to Risk Management and Insurance*", 10 Edition, New Delhi: Prentice Hall of India.
2. Indian Institute of Banking and Finance (2017), "*Theory & Practice of Treasury and Risk Management in Banks*", 2 Edition, New Delhi: Taxmann Publications.

Reference Book

1. Indian Institute of Banking and Finance (2015), "*Insurance Products (Including pension Products)*", New Delhi: Taxmann Publication

FINANCIAL STATEMENT ANALYSIS

FM.20.633 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- We will incorporate key elements that you have learned in your other classes and apply this knowledge systematically to analyses the financial statements.
- The students will understand how to use ratios to compare a firm to its competitors and to evaluate changes in ratios over time. You will also know how to use these ratios to help forecast the future.
- Evaluate a firm's financial performance through both quantitative and qualitative analyses
- Have a framework for linear forecasting future earnings and predicting the stock market's response to quarterly earnings announcements.

Course Contents

Understanding Financial Statements: Notes to financial statement, additional information in annual report segment reporting- full disclosure- management discussion and analysis, **[5]**

Statement of Cash Flows: Comparative statement-common size, vertical and horizontal analysis Overview of Financial Reporting. **[7]**

Financial Statement Analysis: Interpretation Liquidity and solvency analysis using financial statements- the dilemma of cause and effect- Prerequisites of an effective financial statement- case studies. Computation of ROI, PE Ratio, Profitability Ratio, Financial condition ratio operational and managerial efficiency. **[8]**

Tools for Financial Statement Analysis: solvency ratio- Dividend policy- Growth measure- Computation of CAGR, PEG ratio, Du Pont analysis. Financial, planning and strategy, **[8]**

Advance analysis in Financial Statement: Financial forecasting; exponential smoothing, stationary time series and their properties; random walk model; unit roots, tests of stationarity; financial forecasting with AR, MA and ARMA models, Box-Jenkins methodology for ARIMA models, **[11]**

Text Books:

1. Khan and Jain ; Financial management,6th edition, McGraw Hill (India).
2. Tsay.S.R; Analysis of Financial Time Series: Financial Econometrics, 3rd Edition, 2010, WSE, (US)

References Books:

1. Pandey.M.I ; Financial management; 11th Edition, 2018, Vikas Publication(India)
2. Wang.P; Financial Econometrics (Routledge Advanced Texts in Economics and Finance), 2008, Routledge (US)
3. Subramanyan.R.K, Wild.J.J; Financial Statement Analysis; 10th Edition, Mc Graw Hill (India)

Organization Development Systems

HR.20.603 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

Students will learn how to improve individual, group/team and organizational performance through the use of OD techniques or interventions like group dynamics, training, culture change, and work-life balance.

Course Contents

Introduction: Leading Change – Why transformation efforts fail? **[2]**

Evolution and relevance of OD: Laboratory training background, Action research and survey feedback background, Participative management background, Productivity and quality of work background. **[4]**

Nature of Planned Change: Theories of planned change, General model of planned change, Types of planned change, designing intervention. **[4]**

The OD Process: Entering and contracting, Diagnosing organizations, Diagnosing groups and jobs, Collecting and analyzing diagnostic information, Feedback diagnostic information, Designing Interventions. **[6]**

Human Process Interventions: Executive coaching, Training and development, Team building, Conflict resolution, Improving interpersonal and intergroup relations. **[6]**

Techno Structural Interventions: Restructuring organization, Employee involvement, Work designs, Responsibility charting. **[5]**

Human Resource Management Interventions: Performance management, 360 degree feedback, Leadership development, Diversity management, Mentoring programs, Developing and assisting members. **[6]**

Strategic Interventions: Environmental framework, Competitive and collaborative strategies, Culture change, Learning and knowledge management. **[4]**

Special Applications of OD: OD in Global Setting, OD in non-industrial setting, Future directions in OD. **[2]**

Text Books:

1. Thomas G. Cummings and Christopher G. Worley (2015), *"Organization Development and Change"*, 10th Edition, New Delhi, Cengage Learning.
2. Bhattacharya Dipak Kumar (2014), *"Organization Change and Development"*, 1st Edition, New Delhi, Oxford University Press.

Reference Books:

1. Krishnamacharyulu CSK and Ramkrishnan Lalitha (2014), *"Organization Development"*, 1st Edition, New Delhi, PHI.
2. Wendell L. French, Cecil H. Bell, Robert A. Zawacki (2015), *"Organization Development and transformation-Managing Effective Change"*, New Delhi, Tata McGraw Hill.
3. Jim Grieves, (2010*), "Organizational Change-Themes & Issues"*, New Delhi, Oxford University Press.

Talent Management

HR.20.613 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

The objective of the course is to make the students realize the challenges of acquisition and retention of talents for the competitive advantage of the organization. Students will develop a conceptual understanding of the management of talents in the competitive environment.

Course Contents

Introduction: Concept, Scope, Models/Approaches, Difference between talents and knowledge, Talent value chain, Elements of talent friendly organizations, Talent management process, Competitive advantage. **[5]**

Components of TMS: Challenges of TMS, Building blocks of TMS, Role of HR manager, Competency mapping, Process and Methods of competency mapping, Strategic performance appraisal, Designing the TMS. **[7]**

Talent Planning: Concept, Succession management process, Integrating succession planning and career planning, Designing succession planning program, strategic accountability approach in developing the workforce, balanced scorecard, talent development budget, contingency plan for talent. **[8]**

Potential identification: Coaching, Mentoring, training and development with talent management, employee retention- motivation and engagement, Return on talent; making outplacement as a part of talent strategy, developing talent management information system **[7]**

Compensation and reward strategies for Effective Talent Management: Introduction, Effective Talent Management, Principles of Compensation Plans, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model, Strategic Compensation plan for Talent Engagement, Finding the Path for Success **[7]**

Issues, Challenges, Best Practices: Introduction, Organizational Issues, Talent Management Challenges, Best Practices of Talent Management, Talent Management in India **[5]**

Text Books

1. Berger, L.A. and Berger, D.R. (2010), "*The Talent Management Hand Book*", 2nd Edition, New Delhi: McGraw Hill Education.
2. Noe, R., Hollenbeck, J., Gerhart, B., and Wright, P. (2008), "*Human Resource Management: Gaining a Competitive Advantage*", 6th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Chowdhary, S. (2009), "*The Talent Era*", 1st Edition, New Delhi: Pearson Education.
2. Shukla, R. (2009), "*Talent Management*", 1st Edition, New Delhi: Global India Publications Pvt. Ltd.
3. Snell, S.A. and Bohlander, G.W. (2012), "*Managing Human Resources*", 16th Edition, New Delhi: Cengage Learning.

Industrial Relations

HR.20.623 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

The aim of this course is to make participants conversant regarding conflict management in legal perspective and judicial system pertaining to labor management relations. Participants will be familiar with the various techniques of Industrial Relations and futuristic issues in era of dynamic technological changes. This course also allows participants to view industrial relations within an international context as well as providing an insight into the workings of the Indian labour market.

Course Contents

Industrial relations: Definition – Nature - Evolution of IR in India - Context and environment of IR - Three actors and their roles in IR -Approaches to IR and HR Relations - Gandhian approach - Marxian approach and Dunlop's Systems approach. Emerging Trends in IR, Future of IR in India **[9]**

Role of trade unions: Trade union in India, National level federations, Goals and objectives of unions and union leadership, Weaknesses in trade unions, Types of trade unions, Theories of trade unionism, Cross cultural aspects of union management relations, Trade Union Act 1926 - An overview, Union recognition, De –unionization strategies. IR policies: The state and IR policies - Evolution of IR policies - National Commission on Labor and IR policy (1969). **[10]**

Grievance procedure: discipline - Labor courts - Collective bargaining: concept and development - Industrial unrest in India. Industrial Disputes Act 1947 - Objects Of The Act - Important Definitions: Authorities Under The Act - Causes Of Industrial Disputes - Types Of Industrial Disputes - Prevention Of Industrial Disputes - Reference Of Disputes Settlement - Strikes - Lockouts - Lay Off-Retrenchment - Unfair Labor Practices - Standing Orders - Service Rules –Misconduct - Principles Of Natural Justice - Domestic Enquiry - Remedial Counseling. **[10]**

Industrial Democracy: Concept and scope of industrial democracy, Worker's participation, Objectives for successful participation, Strategy, Practices, Behavioral science contribution and models, Rationale for participation, Issues in participation, Strategies for making participation work and making participation more effective. Labor legislation in India - Social security and welfare legislations - Concept of social security - ILO and social security -Social security measures in India - Workmen's Compensation Act,1923 - Employees State Insurance Act, 1948 -Employees Provident Fund and (Miscellaneous Provisions) Act, 1952 - Maternity benefit Act,1961,Payment of Gratuity Act 1972, Payment of Bonus Act 1965. International experiences, Emerging trends and Future role of IR. **[10]**

Text Books

1. Sinha, P.R.N., Sinha I.B. and Shekhar, S.P. (2013), "*Industrial Relations: Trade Unions and Labour Legislation*", 2nd Edition, New Delhi: Pearson Education.
2. VenkataRatnam, C.S. and Dhal, M. (2017), "*Industrial Relations*", 2nd Edition, New Delhi: Oxford University Press.

References Books

1. Bray, M., Deery, S., Walsh, J. and Waring, P. (2011), "*Industrial Relations*", 3rd Edition, New Delhi: McGraw Hill Education.
2. Monappa, A., Nambudiri, R. and Selvaraj, P. (2012), "*Industrial Relations and Labour Laws*", 2nd Edition, New Delhi: McGraw Hill Education.

Human Resource Analytics

HR.20.633 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

To provide the students understanding of concepts, tools and techniques of HR Analytics that could be applied to make human resource management evidence based.

Course Contents

Introduction to HR Analytics: Evolution of HR Analytics; HR Metrics and HR Analytics; Intuition versus analytical thinking; HRMS/HRIS and data sources; Analytics frameworks like LAMP, HCM:21(r) Model. **[6]**

Creating Business Understanding for HR Initiatives: Workforce segmentation and search for critical job roles; Statistical driver analysis – association and causation; Linking HR measures to business results; choosing the right measures for scorecards; Identifying and using key HR Metrics. **[8]**

Forecasting Budget Numbers for HR Costs: Workforce planning including internal mobility and career pathing; training and development requirement forecasting and measuring the value and results of improvement initiatives; optimizing selection and promotion decisions. **[8]**

Predictive Modelling in HR: Employee retention and turnover; workforce productivity and performance; scenario planning. **[5]**

Communicating with Data and Visuals: Data requirements; identifying data needs and gathering data; HR data quality, validity and consistency; Using historical data; Data exploration; Data visualization; Association between variables; Insights from reports; Root cause analysis of HR issues. **[8]**

Predictive Modelling in HR: Logistic regression; Decision tree; Creating a policy on the basis of analytics. **[4]**

Text Book:

1. Bhattacharyya, Kumar, D. (2017), HR Analytics - Understanding Theories and Applications, Sage Publications India.

Reference Book:

1. Ramesh Soundararajan, Kuldeep Singh (2016), Winning on HR Analytics - Leveraging Data for Competitive Advantage, Sage Publications India.

Consumer Behavior

MM.20.603 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

This course is offered as a marketing elective in the third semester. It helps students understand the behavior of consumers before and after purchase. The course helps students gain valuable conceptual knowledge of how the concepts of motivation, perception, personality and other behavioral studies influence the consumer in making purchase decisions.

Course Contents

Introduction to consumer behavior: Nature and scope and application Segmentation Application of consumer behavior in marketing, Consumer research-Primary and secondary methods-tools used-survey, focus groups, personal interviews, projective techniques. **[7]**

Individual determinants: Consumer needs and motivation, Theories of personality and their implication for consumer, Behavior Consumer perception and attitude Theories of learning and communication **[7]**

Consumer decision processes: Problem recognition Search and evaluation Purchasing processes and post purchase behavior Opinion leadership and its dynamics, Modeling consumer behavior: Economic model-psychoanalytical model, sociological model, Howard Seth model-Nicosia model-Engel Blackwell model, VALS2. **[9]**

Consumers in their social and cultural settings: Group dynamics Reference groups and consumer behavior Influence of family and social class Influence of cultural and cross-cultural aspects of consumer behavior, Motivation – needs - goals- dynamic characteristics of motivation – consumer imagery and perceived risk, hard core behavioral perspective-social learning perspective-cognitive approach-biological approach-rational expectations psychoanalytical perspective-Maslow's hierarchy of needs- Properties of motivation- Three main types of conflicts- Attitudes-definition beliefs- affect behavioral intention-attitude changing strategies- Elaboration Likelihood model and celebrity endorsements. **[9]**

Consumption and post purchase behavior: Consumer satisfaction concept, cognitive dissonance, consumer delight, Consumer Value, Consumer Value Delivery Strategies, Competitive advantage through customer value Information – Customer value determination process – Measuring customer satisfaction **[7]**

Text Books

1. Schiffman, K., Kanuk, L.L. and Kumar, S.R. (2015), "*Consumer Behavior*", 11th Edition, New Delhi: Pearson Education.
2. Hawkins, D.I., Motherbaugh, D.L. and Mookerjee, A. (2014), "*Consumer Behavior: Building Marketing Strategy*", New Delhi: McGraw Hill Education.

Reference Books

1. Chaudhuri, A. (2007), "*Emotion and Reason in Consumer Behavior*", New Delhi: Elsevier, Butterworth-Heinemann.
2. Lindquist, J.D. and Sirgy, M.J. (2009), "*Shopper, Buyer, and Consumer Behavior: Theory and Marketing Applications*", New Delhi: Biztantra Dreamtech Press.
3. Solomon, M.R. (2013), "*Consumer Behavior: Buying, Having, and Being*", 10th Edition, New Delhi: Prentice Hall of India.

B2B Marketing

MM.20.613 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To analyze the process of developing and managing industrial products.
- To provide participants with an understanding on how the basic principles of marketing are applied to the B2B arena and where are the comparisons and contrasts with consumer marketing.

Course Contents

Nature, Scope and Challenges of Business Marketing: Differences between B2B Marketing and B2C Marketing, Challenges of B2B Marketing, Business Market Processes, Working Relationships and Business Networks. **[3]**

Business Customer's Buying Process and Behavior: Understanding Purchasing Orientation, The Concept of Buying Centre, Modeling Business Customer's Buying Behavior, Understanding the Buying Process, Evaluation of supplier Performance. **[3]**

Segmentation of business market: Identification of Relevant Bases of B2B Markets, Approaches to segmenting B2B, Segmenting B2B Customers in Mature Market, Cost-Benefit Analysis of segmentation decisions. **[4]**

High-tech Industrial product development and marketing: The growth of New-to-the World Technologies, Technology Forecasting, Technology Appraisal, Managing Technological Risk, Critical Issues Facing High – Tech Markets, The Future of Technology Commercialization. **[4]**

Managing Mature Industrial Products: Concepts of Market life Cycle, Key Concepts of Commoditization, Flexible Market Offerings. **[3]**

Pricing of Industrial Products: Relevant Cost for Pricing of Industrial Products, Factors Determining Industrial Buyer's Price – Sensitivity, Perceived Value Pricing model for Industrial Products, Competitive Bidding, Price Negotiations, Pricing OEM Manufacturer's Product, Lease Pricing, The Future: Pricing and the World Wide Web. **[4]**

Business –to–Business Distribution: Distinctive Aspects of Business–to–Business Channels, Business Customer's Channel Function Requirements, Types of Intermediaries in Business – to –Business Distribution, Multiple Channels, Hybrid Channels and Adaptive Channels. **[4]**

Logistics of Industrial Products: Special Role of Logistics in Industrial Products Distribution, Warehousing Decisions, Transportation Decisions, Inventory Decisions, Handling and Storage Decisions. **[4]**

Business to Business Communication: Communication Channels for Industrial Marketer, Trade shows, Managing Industrial Advertising Effort. **[3]**

Personal Selling of Industrial Products: Role of Personal Selling in B2B Markets, Team Selling for Complex Industrial Products, Consultative Selling for Complex Industrial Products, Key Account Management in B2B Market. **[3]**

Customer Service for Industrial Products: Elements of Customer service for Industrial Products, Establishing Customer Service Strategy, Customer Service and Internal Marketing, Improving Customer service by Digitization of Business. **[4]**

Text Book

1. Reeder, R.R., Brierty, E.G., Reeder B. (2012) *Industrial Marketing Analysis, Planning & Control*, New Delhi: Prentice Hall.

Reference Books

1. Vitale, G. (2012). *Business-to-Business Marketing, Analysis and Practice in a Dynamic Environment*. New Delhi: Thomson Press Publications.
2. Hutt, M.D., Speh, T.W.(2012). Business Marketing Management. New Delhi: Cengage Learning.

Marketing of Services

MM.20.623 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To develop students' understanding of the aspects of marketing those are of particular relevance to service organizations.
- Provide a theoretical and practical basis for assessing service performance through the use of frameworks, strategies, and tools.
- To develop students' abilities to identify services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions

Course Contents

Concepts and Issues of Services Marketing: Service, core and supplementary services, Service levels and delivery, Classification and characteristics of services, Emergence of the service economy, Factors affecting growth of the service sector. Strategic Issues in Services Marketing **[7]**

Consumer Behavior in Services: Search, Experience, and Credence Properties, Consumer Choice, Consumer Experience, Post-experience evaluation The service encounter, Managing customer expectations, Level of expectations, Zone of tolerance **[4]**

Concept of Service Marketing Mix: Price ,pricing concepts and issues in pricing, pricing policy, and pricing approaches, Managing Capacity and Demand; **[7]**
Delivering Value through Pricing, Approaches to Delivering Value through Pricing Integrated Service Marketing Communications and Promotion: internal and external communication and issues in service promotion, Place: service distribution, channel options and service distribution strategy, Delivering service through intermediaries, Franchising, Agents and Brokers, Electronic channels

Strategies in service marketing: Segmentation, Targeting, Differentiation and positioning of services. Service Design and the cost of providing service Customer's Role in Service Delivery. **[8]**
People: internal marketing and employee motivation, Physical Evidence, Service scapes, Dimensions of the service environment
Service Process: Service Blueprinting; Role of People in Service Production and Delivery, Creating the Right Service Culture
Physical evidence: essential and peripheral physical evidence, Process: nature and customer participation in service process.

Service Design and Managing Service Quality: Essentials of a service system, Components of services, Designing the service, Service delivery system, Measuring service quality, SERVQUAL, Demand measurement and supply management. Understanding Service Quality and Its Dimensions; Assessing Gaps in Service Quality, Experiential Marketing, Managing Relationships and Building Loyalty **[7]**
Relationship Marketing, Customer Loyalty Management, Customers' Life Time Value Service Recovery, Impact of Service Failure and Recovery.

Application of Services Marketing Concepts: Financial services, Hospitality services, Health services, Educational services, and professional services. **[6]**

Text Book

1. Zeithaml, V.A., Bitner, M.J., Gremler, D.D. and Pandit, A. (2017), "*Service Marketing: Integrating Customer Focus Across the Firm*", 6th Edition, New Delhi: McGraw Hill Education.

Reference Book

1. Wirtz, J. and Lovelock, C. (2016), "*Services Marketing: People, Technology and Strategy*", 8th Edition, Chennai: World Scientific.

Sales and Distribution Management

MM.20.633 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To develop understanding and appreciation of the Sales & Distribution processes in organizations.
- Be able to manage the sales function including sales forecasting, budgeting, quotas and territories design and management.
- Become adept at selling through proper understanding of the process of selling. Manage sales force from recruiting to motivating and compensating.
- Understand importance of effective distribution decisions. Develop and manage channels of distribution.
- Understand the role of inventory, transportation and warehousing in providing place utility for customers.

Course Contents

Introduction to Sales Management: Introduction, Nature, Role and Importance. Personal Selling and Industrial Selling, product selling and service selling, Sales Management Process. **[4]**

The Sales Organization: Sales Organization Structures, Management of Sales Territory-Management of Sales Territory-Designing Sales territory, Beat planning- routing and scheduling, Determining the size of sales force and allocating sales territories. Sales Quota, Sales forecasting, Sales Budget and Budgeting procedures, **[6]**

Personal Selling: Selling Process. Selling skills and Strategies. Buyer-Seller Dyads; Theories of Selling – AIDAS; Right Set of Circumstances Theory; Buying Formula; Behavioural Equation Theory; Personal Selling – Steps; Changing Face of Personal Selling; Diversity of Personal Selling Situation and Formulating Personal Selling Strategy. **[8]**

Sales Force Management: Recruitment and selection of Sales Force, Training the Sales Force, Sales Force Motivation, Sales Meetings and Contests, Compensating Sales Personnel, Evaluation and Supervising Sales Personnel, Sales Force Automation; Controlling the selling effort-Sales volume and Cost analysis, **[6]**

Distribution: Concept and growing strategic role of distribution in corporate performance, Distribution channel structure and network, distribution channel institutions (wholesaling and retailing, modern retailing formats), Role and Function of marketing intermediaries; marketing channel relationship, Channel dynamics, Selection and Motivation of Intermediaries; Distribution Analysis; Control and Management; Channel Dynamics – vertical marketing systems; horizontal marketing systems; Omni channel marketing systems, Channel performance evaluation tools, cybermediary, infomediary, disintermediation, reintemediation, and intermediary empowerment, e- tailing, Channel Conflict and their Management, **[8]**

Strategic element in distribution management: total cost approach to logistics, customer services, finished goods inventory management, transportation and fleet management, warehousing and order management, IT and logistics management. Distribution: Design of Distribution Channel, Management of Channels (Co-operation, Conflict and Competition, Wholesaling, Retailing. Channel Evaluation-Channel Profitability Analysis-ROI. **[7]**

Text Books:

1. Still, R.R., Cundiff, E.W., Govoni, A.P.N. and Puri, S. (2017), "Sales and Distribution Management", 6th Edition, New Delhi: Pearson Education.
2. Havaldar, K. and Cavale, V. (2006), "Sales and Distribution Management: Text and Cases", 2nd Edition, New Delhi: McGraw Hill Education.

Reference Books:

1. Churchill, F. and Walker, J.T. (2000), "*Sales Force Management*", New Delhi: McGraw Hill Education.
2. Stern, W.L., Adel, I.E. and Coughlan, T.A. (2001), "*Marketing Channels*", New Delhi: Prentice Hall of India.
3. Panda, T.K and Sahadev, S. (2016), "Sales and Distribution Management", 2nd Edition, New Delhi: Oxford University Press

International Marketing

MM.20.643 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

This course aims to develop students' understanding of the importance of international marketing as well as how to build, measure, and manage product and services for international markets. This courser intends to orient students to the role of international marketing in the past, present, and future. It explains how international marketing has gradually evolved, defines international marketing, and highlights the many international constraints that exist on domestic economic policy and policymakers.

Course Contents

Introduction: Nature, importance and scope of international marketing, International market orientation and involvement, International marketing management process, Scanning and monitoring global marketing environment, International marketing information system **[4]**

International Market: Segmentation and Positioning, Screening and selection of markets, International market entry strategies, Exporting licensing contract manufacturing, Joint venture, Setting-up of wholly owned subsidiaries aboard **[6]**

International Product Planning: Major Product decisions, Product features and quality, Product design, labelling; packaging; branding and product support services; product standardization vs. adaptation, Managing product line, International trade, product life cycle, New product development **[8]**

Pricing for International Markets: Pricing strategies, Factors affecting international price determination; environment factors affecting international prices, International pricing process and policies, Delivery terms and currency for export price quotations, Transfer pricing, International dumping, Financing marketing transactions **[6]**

International Distribution Decisions: The structure of international distribution systems, Distribution channel strategy – international distribution channels their roles and functions; Selection and management of overseas agents; Aspects of international supply chain management ; international distribution logistics, Inventory management transportation; warehousing and insurance, International direct marketing, Leveraging international distribution for competitive advantage **[8]**

International Promotion Strategies: International promotion mix; push and pull strategies, Communications across countries-complexities and issues, International promotion tools and planning – Advertising; personal selling; publicity and sales promotion; challenges of international advertising; global media strategy, Developing international promotion campaign; Standardization vs. adaptation issue, Planning for direct mail, sales literature, trade fairs and exhibitions. **[7]**

Text Books

1. Czinkota, M.R. and Ronkainen, I.A. (2015) *International Marketing*. 10th Ed. Delhi: South-Western, Cengage Learning India Pvt. Ltd.
2. Cateora, P.R., Graham, J.L. and Salwan, P. (2008) *International Marketing*. 13th Edition. Delhi: McGraw Hill Education.

Reference Book

1. Albaum, G. Strandskov, J. and Duerr, E. (2006) *International Marketing and Export Management*. Seventh Edition. New Delhi: Pearson Education.

Macroeconomic Theory and Policy

BE.20.603 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To sensitize students, need for understanding of macroeconomic theories and policies.
- To equip students, understand open economy macroeconomics, foreign trade, competitiveness and productivity and strategic trade theories and policies; and
- To help students analyze complex economic environment, macroeconomic policies and its implications for business strategy in emerging environment.

Course Contents

Introduction: Introduction: Nature and Scope of Macroeconomics, Determination of National Income with government, Circular Flow of Income in two, three, and four-sector model. The Classical Full-Employment Model, Keynes's Theory of Employment: An Outline; Keynes's Simple Two-Sector Model, Concepts of Inflationary and Deflationary Gaps. **[9]**

Economy in the short run: Determination of aggregate demand, shifts in aggregate demand, aggregate supply in the short and long run, and aggregate demand aggregate supply analysis (AD-AS Model), Theory of Multiplier, IS–LM framework, fiscal and monetary policy. **[6]**

Money and Labour Market: Inflation: Causes of rising and falling inflation, inflation and interest rates, social costs of inflation. Unemployment – natural rate of unemployment, types and reasons of unemployment. Phillips curve, the trade-off between inflation and unemployment. Demand for Money – Keynes's Liquidity Preference Theory of Interest. Supply of money and its determinants. **[7]**

Business Cycles and Open economy: Business Cycles: Meaning, Characteristics, Kaldor and Goodwin's Models of Business Cycles Open economy – flows of goods and capital, saving and investment in a small and a large open economy. Exchange rates, Theories of Exchange Rates, Mundell – Fleming model. **[7]**

Public Finance and Theories of Economic Growth: Public Finance: Public Expenditure, Financing of Government Expenditure, Taxation Government Borrowing or Debt-Financing of Budget Deficit Economic Growth: Economic Growth and its Determinants, Harrod-Domar Model of Growth Analysis **[10]**

Text Books

1. Ahuja, H.L.(2010), Macro Economics: Theory and Policy. S Chand.
2. Moorthy, Vivek (2016) Applied Macroeconomics: Employment, Growth and Inflation, IK International Publishing House Pvt. Ltd

References Books

1. Mankiw, N. Gregory. Principles of Macroeconomics. Cengage Learning
2. Robert J Gordon, Macroeconomics, Pearson Education
3. Branson, William H. Macroeconomic Theory and Policy. HarperCollins India Pvt. Ltd
4. Rudiger Dornbusch and Stanley Fischer, Macroeconomics. McGraw-Hill Education.

Demand and Business Forecasting

BE.20.613 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- Identify the factors that affect demand and business
- Expose to the data types and identification problem
- Equip with qualitative and quantitative forecasting techniques (with focus on Non-econometric techniques)
- Illustrate the forecasting techniques with the help of computer software's
- Enable the interpretation of results

Course Contents

Overview of demand & business analysis:- significance of demand analysis and business forecasting, determinants of demand, elasticity of demand, relationship between revenue and elasticity **[5]**

Estimation of demand & business:- marketing research techniques; variable identification, time series & cross sectional data collection; specification of the model, estimation of parameters, interpretation of regression statistics **[7]**

Forecasting demand and business:- introduction to forecasting models; selecting a forecasting technique; purpose of forecast, type of users, patterns in the data series, minimum data requirement, desired accuracy, cost of forecasting, qualitative forecasting techniques: survey & opinion polling techniques **[8]**

Quantitative forecasting techniques: time series analysis; trend analysis, dummy variables and interaction terms (cyclical and seasonal effect), time series data stability **[9]**

Errors in Model: Heteroscedastity, auto-correlation,multicollinearity and variable selection, solution of model miss-specification and diagnostic checking, fine- tuning your model: predictive powers vs. Model fit, ARMA,ARIMA, and panel regression model **[10]**

*Use of Software Packages for Forecasting Excel Spreadsheet, SPSS, etc.

Text Book

1. Kolassa, S.; Siemsen, E. (2016), Demand Forecasting for Managers, Business Expert Press

References Books

1. Chase, Charles W. (2013), Demand–Driven Forecasting: A Structured Approach to Forecasting (Wiley and SAS Business Series) 2nd edition, John Wiley & Sons.
2. Gujarati,Damodar; Porter,Dawn; Gunasekar,Sangeetha(2017), Basic Econometrics 5th Edition, Pub. Mcgraw.
3. Ord, K.; Fildes, R. (2012), Principles of Business Forecasting 1st Edition, Cengage Learning

Money, Banking and Finance

BE.20.623 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

The students should be able to:

- Comprehend the need, definition, functions and economic significance of financial institutions and markets
- Understand the interdependence between financial markets and interest rates
- Identify the role played by the Central Bank and instruments of credit control
- Grasp the conduct of monetary policy and its effect on interest rate, credit availability, prices and inflation rate

Course Contents

An Overview of the Financial System: Saving and Investment, Money, Inflation and Interest, Banking and Non-Banking Financial Intermediaries. **[9]**

Financial Markets and Instruments: Money market and Capital Markets, Financial Instruments: REPO, TBs, Equities, Bonds, Derivatives, etc. Characteristics of Financial Instruments: Liquidity, Maturity, Safety and Yield, Understanding Interest Rates **[10]**

Banking institutions and Regulation: Economics of Banking Institutions, Reforms in the banking sector, The RBI as a Central Bank: Structure, Functions and Working, The Current Regulatory Structure **[10]**

Essentials of Monetary Theory: The Classical and Keynesian Theories of Money, Prices and Output, Rational Expectations and Modern Theories of Money and Income, Objectives and Targets of Monetary Policy **[10]**

Text Book

1. Suresh, Padmalatha and Paul, Justin: Management of Banking & Financial Services, Pearson, New Delhi.

References Books

1. Indian Institute of Banking & Finance: Treasury, Investment and Risk Management, Taxmann Publications, New Delhi
2. Rose, Peter& Hudgins, Sylvia : Bank Management & Financial Services; McGrawHill Education, New Delhi

Social Entrepreneurship

SM.20.603 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To learn social entrepreneurship as a method for social value creation.
- To understand and appreciate the role of (and need for) social entrepreneurship in building a sustainable society.
- To acquire the knowledge, skills, tools and techniques needed to become an entrepreneur in the social sector.
- To help them develop sustainable "business" model for building a social enterprise that can make a difference

Course Contents

Foundations of Social Innovation and Enterprise: Meaning and concept; Role of business in society; Business as a powerful medium for enhancing inclusive growth and social good; Meaning of social entrepreneurship; Difference from a pure commercial entrepreneurship; The various types of social enterprises; State of the industry in India; High profile social entrepreneur. **[6]**

Social Mission and Opportunity Identification: Theory of Change; Identify social mission; Global MDGs (Millennium Development Goals); Problems – Unemployment, drug abuse, violence, Xenophobia, immigration; Social–physical problems related to disabilities; Understand a social problem; Creating an organization around social mission; Role of institutions and eco-system in entrepreneurial risk taking; Entrepreneurial Leadership and Motivation. **[6]**

Social Business Models: Types of business models; Importance of business model in business incubation and entrepreneurship; How to build social business model; Incorporation of theory of change; Business Model Canvas. **[5]**

Scaling of Social Enterprise: Think Big; Replication; Process Development; Hiring; Stakeholder engagement; Managing social mission; Replicating theory of change. **[5]**

Financing Social Enterprise: Funding Raising; Crowd funding; Venture Capital in social sector; Social Impact Bonds; Social Banks. **[6]**

Marketing of Social Enterprise: Marketing Mix in the social sector; Branding in the social sector; Leveraging social media in the social sector; Reputation management; Consumer demand. **[6]**

Business Plan creation: Developing a viable and sustainable business plan for launching a social business enterprises; Base of the pyramid; Jugaad Innovations; Microfinance. **[5]**

Text Book

1. David Bornstein and Susan Davis (2019), Social Entrepreneurship -What Everyone Needs to Know, OUP India.

Reference Book

1. Madhukar Shukla (2020), Social Entrepreneurship in India, Sage Publication, India.

DEVELOPMENT COMMUNICATIONS

SM.20.613 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

Course Contents

Development Communication-concept and genesis: Concept of development, characteristics of developing countries, Measuring development- Indices of measuring development and classification of countries based on development indices, Models of Development- Dominant Paradigm, Basic Needs Model, New Paradigm of development, Development Communication- concept and genesis, characteristics, differences between communication and Development Communication, Philosophy and Approaches to Development Communication. **[13]**

Paradigms of Development: Press theories: Normative: Authoritarian, Libertarian, Social Responsibility, Democratic Participant theory; Sociological: Uses and Gratification, Agenda setting; Two-Step Flow; Psychological; Bullet Theory, Success stories in Development Communication, Innovations and trends in Development Communication. **[13]**

Media and Development Communication: Traditional Media: types, characteristics, Role in development communication, Development reporting- roles and responsibilities of a development reporter, ethics in reporting, specialized skills required and issues in development reporting, News reporting: definition of news, ingredients and qualities of news, news value, types of news reports, structure of news reports, Radio news, features and commentaries, Radio and development communication, Television and cinema: role in development communication, ICTs: scope in development communication. **[13]**

Text Book

1. Servaesh, Jain (2008), Communication for Development and Social Change, New Delhi, Sage Publication

Reference Book

1. Narula, Uma (1994) Development Communication, New Delhi, Hariand Publication
2. Mefalopulos, P.(2008) Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank.

Business Strategies for Sustainability

SM.20.623 **3-1-0-4 (Contact Hrs: 39)**

Course Objectives:

- Understand the Environmental, Social, and Economic drivers and risks impacting on companies – along with the major business opportunities for integrating sustainability issues within the core Business Strategy.
- Expand understanding of the complex decisions faced by managers in business, government, and non-profit organizations, developing ability to see relationships among multiple, often conflicting, issues.

Course Contents

Introduction to Strategies: Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Purpose of Business, Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business **[5]**

Strategic Management: Introduction, Strategic Management, Need, scope, key features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management, Strategy Analysis: Introduction, Strategy Analysis and its Importance **[7]**

Strategy Formulation and Implementation: Introduction, Strategy Formulation, Process in Strategy Formulation, Strategy Implementation and its Stages, Reasons for Strategy Failure and Methods to Overcome **[8]**

Strategic Control and Evaluation: Introduction, Strategy Evaluation, Strategic Control, Difference Between Strategic Control and Operational Control, Concept of Synergy and its Meaning, Key Stakeholder's Expectations, Business Policies: Introduction, Overview of Business Policies, Importance of Business Policies, Definitions of Policy, Procedures, Process and Programmes, Types of Policies, Business Policy Statements, Corporate Culture **[9]**

Sustainability Matters: State of the World, Sustainability Pillars (Environmental Social, Economic, Governance) Redefining Capitalism, integrating sustainability in to business, Systems Thinking for sustainability, value chain perspective, beyond corporate social responsibility, sustainability strategy and planning, stakeholder engagement, sustainability management approaches: eco-business and environment management, environmental life cycle assessment, life cycle costing **[10]**

Text Book

1. Kazmi Azhar, (2008) Strategic Management and Business Policy &Peter, McGraw Hill.

Reference Books

1. Kourdi, Jeremy, (2015), Business Strategy: A guide to effective decision-making (Economist Books).
2. Saloner, Garth (2005), Strategic Management, John Wiley & Sons.

Entrepreneurship Theory and Practice

EF.20.603 **3-1-0-4 (Contact Hrs: 39)**

Course Objective

This course aims at instituting entrepreneurial skills in the students by giving an overview of entrepreneurs and the competences that are needed to become an entrepreneur.

Course Contents

Introduction: Concept and Definitions, Entrepreneurship Mindset, Entrepreneurship process, Factors impacting emergence of entrepreneurship, Theories of entrepreneurship, Role of Socioeconomic environment. **[10]**

Managerial Vs Entrepreneurial Decision Making: Entrepreneurial attributes and characteristics, Traits/Qualities of Entrepreneurs, Entrepreneurs versus inventors, Entrepreneurial Culture, Entrepreneur as a leader. **[8]**

Classification and Types of Entrepreneurs: Women Entrepreneurs, Social Entrepreneurship, Corporate Entrepreneurs, Characteristics of entrepreneur, Leadership, Risk taking, Decision-making and business planning, Role of Entrepreneur, Role of an entrepreneur in economic growth as an innovator, Generation of employment opportunities, Complimenting and supplementing economic growth, Bringing about social stability and balanced regional development of industries. **[9]**

Creating Entrepreneurial Venture: Generating Business idea - Sources of Innovation, Generating ideas, Creativity and Entrepreneurship, Challenges in managing innovation, Entrepreneurial strategy, Business planning process, Drawing business plan, Business plan failures, Promotion of a Venture, External environmental analysis - economic, social and technological, Competitive factors, Legal requirements for establishment of new unit and raising of funds, venture capital sources and documentation required. **[12]**

Text Book

1. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill

Reference Books

1. R.D. Hishrich., Peters, M., Entrepreneurship: Irwin
2. Barringer, B.R. and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall
3. Kuratko, D.F., and Rao, T. V., Entrepreneurship: A South-Asian Perspective, Cengage
4. Shankar, R., Entrepreneurship Theory and Practice, Tata McGraw Hill

Entrepreneurship and New Ventures

EF.20.613 **3-1-0-4 (Contact Hrs: 39)**

Course Objective

The course focuses on building and evaluating new venture opportunities both as an entrepreneur and a manager inside a big company. The course treats Entrepreneurship as a form of Strategy. It would focus on identifying opportunities, developing opportunities, getting funding, and scaling up opportunities, both as a start-up and established company.

Course Contents

Innovation: Types of innovation, Barriers to innovation, Innovation process, Establishing criterion for assessment of creativity and innovation. Innovator's solution – creating and sustaining successful growth – Disruptive Innovation model – Segmentive Model – New market disruption – Commoditation. **[8]**

Creativity: Methods and tools for directed creativity – basic principles – tools that prepare the mind for creative thought – stimulation – development and actions- processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and motivation, the bridge between man creativity and the rewards of innovativeness – applying directed creativity. **[8]**

Creativity in Problem Solving: Generating and acquiring new ideas, Product design, Service design – case studies and hands on exercises, Stimulation tools and approaches, Six thinking hats, lateral and design thinking – Individual activity, group activity, contextual influences, Development and Evaluation of Business Idea. **[8]**

Business Model Generation: Developing Lean Business Model for the Business Idea (Hands on), Developing Prototype and Evaluating assumptions in Business Model using prototype cheaply (hands on), Presentation of Business Model. **[8]**

Raising Finance: A Non-Disclosure Agreement (NDA), Term Sheets, Exit Strategies, Scaling up the venture, Developing Business Plan, business fair. **[7]**

Text Book

1. Andriopoulos, C. and Dawson, P., Managing Change, Creativity and Innovation, Sage

Reference Books

1. Bilton, C. and Cummins, S., Creative Strategy, Wiley
2. Hurt, F., Rousing Creativity: Think New Now, Crisp Publications Inc.

Dynamics of Family Business Governance

EF.20.623 **3-1-0-4 (Contact Hrs: 39)**

Course Objective

Students will develop an understanding of the dynamics of joining a family firm and this newfound knowledge will help in securing value and opportunities within Family Business.

Course Contents

Understanding Family Business: Define family business, Strengths and weaknesses, Survival, Success and growth of family business, Business and ownership governance, Succession and continuity, Economic impact, Family business culture and values, Dilemmas and challenges for family businesses - Resistance to change, Emotional issues, Leadership - Competitive edge and outperformance. **[9]**

Theoretical Prospective of Family Business: The agency theory perspective, The stewardship perspective, Family business dynamics - People, system and growing complexity, Family culture, organizational culture, Conflict and culture change, Family business people – Founders, Women in family businesses, Multifamily ownership, Non-family employees, Family business life cycles - A story of growing complexity, Life-cycle stages, A customer-active paradigm, Ownership transitions, The family's relationship with business - Developing a strategic vision and building teamwork, Articulating values and shared vision, Designing family governance. **[10]**

The next generation: Human resource management and leadership perspective - To join or not to join? The importance of outside experience, Credibility with non-family employees. Systems overlap and human resource management issues – Recruitment, Training and development, Remuneration, Performance appraisal and promotion, Working in the business - Seek out a mentor, Gain the respect of employees, Tread carefully, beware sibling rivalry, Work at establishing personal identity, Relationship with the senior generation. **[10]**

Making the most of outside resources: The Perspective of nonfamily managers, Career opportunities for nonfamily managers, Non-family managers - Relationship with the family, Introducing external executives, Motivation and rewards, Incentive design and delivery; Extending the family culture to nonfamily managers, Motivating and retaining nonfamily managers, Nonexecutive directors – Selecting the right candidate, Board practices; Professional advisers and consultants - advisers keeping pace with your needs; Consultants, Family business consultants, Relationships underpinning an advisory role, Outsider advisors - The family business consultant. **[10]**

Text Book

1. Leach, P.: Family Business: The Essentials, Profile Books Ltd.

Reference Books

1. Poza, E.J., Family Business, Thomson
2. Bolton, B., Entrepreneurs: Talent, Temperament, Technique, Butterworth-Heinemann
3. Nanadan, R., Unleashing your Entrepreneurial Potential, Sage
4. Drucker, P.F., Innovation and Entrepreneurship, Affiliated East West Press.

FIFTH YEAR SPRING SEMESTER - X

Business Ethics and Corporate Governance

MB.20.604 **2-1-0-3 (Contact hrs: 26)**

Course Objective:
The ultimate aim of the course is to leave students better equipped to identify corporate initiatives in business ethics and corporate governance and to think critically about the long term impact of those initiatives on the environment, on society and the bottom line of the organization.

Course Contents

Introduction to Ethics and its Applications in Business: Concepts, Role and scope of ethics in business, Theories of ethics, Morality and moral standards, Moral reasoning for ethics. **[4]**

Ethics in Functional Areas of Business Management: Ethics and Business - codes, dilemmas and dialectics, Ethical issues in - Marketing and advertisement, Finance and accounting, Human resource management, Production and operations management, Ethical decision making. **[6]**

Corporate Governance: Principles, Issues and trend, Evolution of Corporate Governance, Structure and process, Emerging trend. **[4]**

Legal Framework and Agents in Corporate Governance: Regulatory aspects of corporate governance, Shareholders of the company, Role of Board of Directors, Role of Auditors, Whistle blowing mechanism, Role of government, Role of media. **[7]**

Sustainability: Meaning, scope and terminologies, Triple bottom line, Corporate sustainability reporting frameworks – National voluntary guidelines, Carbon trading and Kyoto Protocol to reduce collective emissions of greenhouse gases. **[5]**

Texts Books

1. Ghosh, B.N. (2015), "*Business Ethics and Corporate Governance*" First Edition, McGraw Hill, India.
2. Mandal, S.K. (2013), "Ethics in Business and Corporate Governance", 2nd Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Albuquerque, D. (2017), "Business Ethics – Principles and Practices", First Edition, OUP, India.
2. Chakraborty, S.K. (2002), "The Management and Ethics Omnibus", Second Edition, OUP, India.

Dissertation Project

MB.20.614 **0-0-0-3**

Course Objective:
To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. To provide means to immerse students in actual supervised professional experiences. Participants will gain in-depth understanding and insights in specific management areas of mutual interests with the help of faculty.

- **Dissertation** shall be of 3 credits and it shall spread over to two semesters i.e. III and IV.

Course Contents
The student shall work under the supervision of the Faculty and carry out a dissertation and submit a structured report in TWO hard copies and one soft copy (CD). In the interest of environmental considerations, students are encouraged to print their dissertation reports on both faces of the paper.

The student is required to conduct advanced research on a topic related to one (or more) of contemporary issues in management. The topic is chosen in consultation with the student's supervisor.

The student will prepare and present a detailed research proposal prior to starting the work. It is mandatory for the student to seek advance written approval from the faculty guide about the topic before commencing the dissertation work. A dissertation outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed dissertation and make an oral presentation of the same. Through the dissertation, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area. The completion of the dissertation / project shall be certified by the Faculty Guide.

Financial Derivatives and Risk Management

FM.20.604 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
The course objective is to develop an understanding of the underlying concepts, strategies and issued involved in risk management. This course will provide the skills to identify and measure risks, quantify risks and create risk response strategies to deliver decisions that meet stakeholder expectations. The course will also acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative instruments.

Course Contents

Introduction to Derivatives & Risk Management: Forwards, futures, options, bonds, swaps and other derivative instruments. Investors and risk management, profitable side of risk management; Risk management process – Risk models. **[6]**

Derivatives: Forwards and Futures- Theory of futures trading, Determination of forward and future prices: Pricing of futures and forwards on investment assets, commodities, currencies and interest rate. Hedging strategies using futures: Short hedge and long hedge using futures, cross hedging of portfolio and commodities using futures. **[7]**

Derivatives: Option- Basic Option Pricing: European options, American options, forward-spot parity, put call parity, the binomial option-pricing model, Construction of option strategies in various market situations and their pay off. **[7]**

Advance option strategies: - Lognormal distribution, modeling option prices. Valuation of derivatives in Continuous Time: The Black and Scholes model, volatility estimation in BS model, Extensions of Black and Scholes formula and Greek symbols. **[7]**

Hybrid Derivatives: - Swaps Transactions: Interest rate swaps, currency swaps, Pricing and valuation of swaps. Credit default swaps, valuation of credit default swaps. **[6]**

Enterprise Risk Management: - Firm wide approach to risk management – measuring risks for corporations, the maturity model, Value at risk – Var models. **[6]**

Text Books

1. Das, S. and Sundaram, R. (2013), "*Derivatives Principles and Practice*", 1 Edition, New Delhi: McGraw Hill Education.
2. Hull, J.C. and Basu, S. (2017), "*Options, Futures, and Other Derivatives*", 9 Edition, New Delhi: Prentice Hall of India.

Reference Books

1. Bhalla, V.K. (2001), "*Financial Derivatives: Risk Management*", 1 Edition, New Delhi: S. Chand and Company Private Ltd.
2. Chance, D.M. and Brooks, R. (2014), "*Derivatives and Risk Management*", 10 Edition, USA: Cengage Learning.
3. Somanathan, T.V. and Nageswaran, A.V. (2015), "*The Economics of Derivatives*", New Delhi: Cambridge University Press.
4. Stiltz, R.M. (2003), "*Risk Management and Derivatives*", New Delhi: Thomson, South Western.

International Financial Management

FM.20.614 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To familiarize participants with basic concepts, tools and techniques of International financial and monetary management.
- In the course, students will gain a practical understanding of factors contributing to foreign exchange rate risk & other International factors that creates risk environment.
- Provide an in-depth understanding of the process and techniques used to make international investment decisions.

Course Contents

International Financial & Monetary system: Global Financial Environment, International Financial Management-nature and scope, international monetary system, Bretton woods conference, Payment terms in international trade. International flow of goods, services and capital. **[8]**

Financing techniques in international trade, computation of foreign exchange rates, exchange rates quotation, factors affecting exchange rates- spot rates, forward exchange contracts, foreign exchange & currency future. GDRs, ADRs **[10]**

Foreign Exchange Risk Management: Exposure and risk, Transaction exposure, Translation exposure and economic exposure, Management of exposures, internal techniques, netting, marketing, leading and lagging, pricing policy. Forex market risk management- forex derivatives, swaps, futures, options and forward contracts. **[10]**

International Capital Budgeting: Concept, Problems associated, Evaluation of a project, Factors affecting, Risk Evaluation, Impact on Value, Foreign Direct investment – Foreign portfolio investment- International Bond & Equity market, International Cost of Capital. **[11]**

Text Books:

1. Apte P.G., International Financial Management, TMH Publishing House, New Delhi.
2. Avadhani V.A, International Finance, Theory and Practices, Himalaya Publishing House, Mumbai.

Reference Books

1. Sharan Vyuptakesh, International Finance, PHI Pvt Ltd. New Delhi
2. O'Brien Thomas J. International Finance, Oxford University press, New Delhi.
3. Click & Coval, The Theory and Practice of International Financial Management, PHI Pvt. Ltd, New Delhi
4. Jain, Peyrard, Yadav, International financial Management, McMillan Publishers

Financial Modeling

FM.20.624 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
Modeling techniques for accurate financial forecasting are used in many areas of finance, such as derivatives valuation, project evaluation, deal structuring, portfolio management and the like. In this course, students will learn the financial model building skills with the help of excel and VBA.

Course Contents

Understanding Advanced Features of Excel: - Database Functions in Excel, Creating Charts, Using Forms and Control Toolbox **[4]**

Understanding Finance Functions in Excel: - Creating Dynamic Models, Sensitivity Analysis using Excel, Scenario Manager, Other Sensitivity Analysis Features. **[5]**

Simulation using Excel: - Different Statistical Distributions used in Simulation, Generating Random Numbers that follow a particular distribution, Building Models in Finance using Simulation. **[7]**

Accounting in Excel: - Preparing common size statements directly from Trial Balance, Forecasting Financial Statements using Excel, Analyzing Financial Statements by using Spreadsheet Model. **[7]**

Valuation in Excel: - Determination of Value Drivers, DCF Valuation, Risk Analysis in Valuation, Financial Model building **[5]**

Understanding Subroutines and Functions and building simple financial models using subroutines and functions:-Recording and Editing Macros, Subroutines and Functions, Decision Rules, Message Box and Input Box, Debugging. **[6]**

Designing Advanced Financial Models using VBA:- User Forms, Other Advanced Features and Actual Model Building. **[5]**

Text Books

1. Sengupta, C. (2013), "*Financial Analysis and Modeling Using Excel and VBA*", 2 Edition, New Delhi: John Wiley and Sons India.
2. Tjia, J. (2004), "*Building Financial Models*", New Delhi: McGraw Hill Education.

Reference Books

1. Benninga, S. (2014), "*Financial Modeling*", 4th Edition, New Delhi: MIT Press.
2. Day, A. (2012), "Mastering Financial Modeling in Microsoft Excel: A Practitioner's Guide to Applied Corporate Finance (The Mastering Series)", 3rd Edition, New Delhi: Prentice Hall of India.

Corporate Restructuring

FM.20.634 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
The course aims to facilitate understanding of corporate merger and acquisition activity, restructurings and corporate governance. The focus will be on fundamental concepts of valuation and analytical tools of corporate finance related to restructuring. The aim of the course is for the students to understand the motivations, decision processes, transaction execution, and valuation consequences of financial, business, and organizational restructuring by corporate units.

Course Contents

Overview of Corporate Restructuring: Introduction to corporate restructuring, different forms, motives & applications of corporate restructuring, Financial Strategy and Planning. **[5]**

Dimensions of Mergers and Acquisitions: Mergers & acquisitions concept, types and process, Accounting for Mergers& Demergers, Regulatory framework of mergers and acquisitions. Due diligence for M&A, Cross-Border Mergers & Acquisitions. Take-over and Defense Tactics. **[9]**

Valuation Aspects of Corporate Restructuring: Methods of payment for M & A and Calculations of exchange ratio, Fundamental and methods of business valuation, Calculations of financial synergy and return **[9]**

Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Formula approach for valuation and other important methods of valuation. **[8]**

Dimensions of Corporate Restructuring: Financial Restructuring & Divestiture, Funding Options for M&A. Strategic Alliances & Joint Ventures, Employee Stock Ownership, Going Private & Leveraged Buyouts . **[8]**

Text Books:

1. Corporate Restructuring, Bhagaban Das and Debdas Raskhit, Himalaya, Latest Edition
2. Financial Management, M Y Khan & P K Jain, TATA McGraw Hill, Latest Edition

Reference Books:

1. Mergers & Acquisitions, B Rajesh Kumar, TATA McGraw Hill, Latest Edition
2. Mergers and Acquisitions, Aurora, Shetty and Kale, Oxford, Latest Publication
3. Mergers & Acquisitions, Kamal Ghose Ray, PHI, Latest Edition
4. Mergers, Acquisitions and Corporate Restructuring, Prasad Godbole, Vikas, Latest Edition
5. Value Creation from Mergers and Acquisitions, Sudi Sudarsanam, Pearson, Latest Edition
6. Takeovers, Restructuring, and Corporate Governance, James J. Fred Weston, Mark L. Mitchell, J. Harold, Pearson, Latest Edition

Diversity and Inclusion

HR.20.604 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To provide comprehensive insights into diversity at the workplace, this has recently become one of the biggest competitive advantages that organizations have.
- To highlight the trends and practices, which are emerging for diversity at the workplaces, in India, Asia and globally.
- To prepare future managers to be aware of diverse segments of talent that they will work with, their own internal biases, mindfulness about inclusion and lead, and how to leverage their combined strength, for sustainable business growth.

Course Contents

Introduction to Diversity and Inclusion: Meaning, Objectives, Focus areas, Paradigms for engaging a diverse workforce, Challenges of managing diversity, Diversity legislation in a global perspective. **[5]**

Dimensions of Diversity in the Workplace: Gender, Age, Caste, Language, Gender, Religion, Four generations in the workplace, Generational differences, Discrimination and equality in Employment, Consequences of not managing diversity, Recognizing Unconscious Bias. **[6]**

Interpersonal Relationships in a Global Work Context: Cultural styles and relational mental models, Diversity in interpersonal relationships, Interpersonal relationships and cross-cultural communication, Theoretical perspectives on interpersonal cross-cultural communication. **[9]**

Managing Diversity at the Workplace (Inclusion): Theories of diversity management, Steps in managing diversity effectively, Managing gender diversity at the workplace, Managing generational diversity at the workplace, Managing cross-cultural diversity, Preparing managers for leading diverse teams, Leadership's role and buy-in related to diversity and inclusion, Diversity training, Communication strategy for a diverse workplace. **[9]**

Inclusive Workplace: Inclusion through diversity within the work organization, Inclusion through corporate-community collaborations, Inclusion through state/national collaborations, Diversity and inclusion audits. **[5]**

Diversity and Inclusion Trends and Best Practices - India, Asia, Global, Reverse discrimination, Inclusion of differently-abled employees at the workplace **[5]**

Text Book

1. Michalle E. Mor Barak, Managing Diversity: Toward a Globally Inclusive Workplace, 4th Edition (2016), Sage Publishing.

Reference Book

1. Gary N. Powel, Managing Diverse Workforce Learning Activities, 3rd Edition (2010), Sage Publications.

Human Resource Development Systems

HR.20.614 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
The aim of this course is to facilitate the learning concepts and practices related to HRD. This course will elaborate on the purposes and advantages of needs assessments. Identify the attributes (all the way through to evaluation) of different kinds of HRD programs as studied in the text- orientation, skills and technical training, coaching and performance management, employee counseling and wellness services, career management and development, and describe organization development and change in relation to models of change, OD theories. **Course Contents**

Concept of HRD: Definition, Evolution of HRD, Goals, structure and functions, Roles and competencies of HRD professionals, Challenges to HRD Professionals, HRD at Macro and Micro level. Role Analysis: Concept of Role and its Process, Competency mapping-methods and process & assessment centers-tools and procedure. **[6]**

Training and Development: Need Assessment Process, Systematic approach to need assessment, Designing, Transfer of learning, Evaluating training program, Special issues in training and development, Management Development and Organizational Goals, Trends in management education. **[8]**

Motivational Aspect of HRD: Performance review- its process, Coaching-objectives, Elements and sequential process, counseling methods and process, Mentoring- its process. **[7]**

Career Management and Development: Definition, Models, Issues affecting career management. Organization Development-: Definition, Theories and concepts in OD, Roles & Strategies, Change Management. **[8]**

HRD Audit: Nature and need for HR Evaluation, Methodology of audit and HRD audit failures. **[5]**

HRD and Diversity: Labor market Demographics, Organizational culture, Diversity issues, Discrimination, Integration strategies and Cross-Cultural training. Contemporary Issues and Challenges in HRD. **[5]**

Text Books

1. Haldar, U.K. (2009), "*Human Resource Development*", 1 Edition, New Delhi: Oxford University Press.
2. Lynton, R.P. and Pareek, U. (2011), "*Training for Development*", 3 Edition, New Delhi: Sage Publications.

Reference Books

1. Agochiya, D. (2009) "*Every Trainer's Handbook*", 2 Edition, New Delhi: Sage Publication.
2. Blanchard, P.N., Thacker, J.W. and Ram, V.A. (2010), "*Effective Training: Systems, Strategies and Practices*", New Delhi: Pearson Education.
3. Noe, R. (2010), "*Employee Training and Development*", 5 Edition, New Delhi: McGraw Hill Education.

Performance Management

HR.20.624 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in the organizations. It is particularly intended for future managers and supervisors who will conduct the performance appraisal of their subordinates.

Course Contents

Introduction: Concept, Significance, Objectives, Principles, Competitive advantage, Linkage to other HR processes. **[4]**

Theoretical Framework: Goal Theory and its application, Control Theory and its application, Social Cognitive Theory and its application, Justice Theory and its application **[4]**

Performance Appraisal Process: Prerequisites, Performance planning, Performance execution, Performance assessment, Performance review, Performance renewal. **[5]**

Performance Management and Strategic Planning: Definition and purposes of strategic planning, Process of linking performance management to the strategic plan, Building support. **[5]**

Methods of Performance Appraisal: Designing performance appraisal form, Objective methods, Individual methods, Multiple methods, Competency mapping, Common rating errors, Elements of good performance appraisal system, Achieving effective performance appraisal. **[5]**

Performance Management Implementation: Strategies for effective implementation, Factors affecting effective use of PM, Operationalizing change through PM, Building and leading high performance team. **[4]**

Performance Management and Employee Development: Personal development plan, Direct supervisor's role, Assessment centers, 360-degree feedback system. **[5]**

Reward Systems and Legal Issues: Significance of reward in PM, Components of reward system, Linkage of PM to compensation systems, Legal issues associated with PM. **[4]**

Ethics in Performance Appraisal: Ethical issues and dilemmas in PM, Ethical strategies in PM, Developing code of ethics in PM. **[3]**

Text Books

1. Aguinis, H. (2013), "*Performance Management*", 3rd Edition, New Delhi: Pearson Education.
2. Bhattacharyya, D.K. (2011), "Performance Management Systems and Strategies", 1 Edition, New Delhi: Pearson Education.

Reference Books

1. Bagchi, S.N. (2013), "*Performance Management*", 2nd Edition, New Delhi: Cengage Learning.
2. Kohli, A.S. and Deb, T. (2008), "*Performance Management*", 1st Edition, New Delhi: Oxford University Press.

Compensation Management

HR.20.634 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

The course aims to equip students to effectively design compensation structure for overall organizational effectiveness as the new generation of HR professional need to master all these areas to render meaningful support to organizations, reducing their dependency on outside consultants.

Course Contents

Introduction to Compensation Management: Concept of compensation, Objectives of Compensation System, Intrinsic and Extrinsic Compensation, Strategic Compensation, Strategic Vs. Tactical Compensation Decision. **[4]**

Bases for Pay: Traditional bases for pay – Human Capital theory, Seniority and longevity pay, Merit pay, Linking performance appraisal with merit pay; Person-Focused Pay – Competency-Based, Pay-for-Knowledge, and Skill-Based pay. **[4]**

Components of Compensation I: Core compensation: Base pay, Cost- of – living adjustment (DA), Bonus. **[3]**

Components of Compensation II: Fringe compensation: Benefit policies, Statutory benefits – Gratuity, Provident fund, Employees' State Insurance, Employees' Compensation Act, Pension schemes; Discretionary benefits - Personal security, Financial assistance and Personal needs, Flexible benefits- Company cars, Holidays, Pensions, Insurance etc. **[5]**

Contextual Influences on Compensation Practice: Prevailing wage laws, Labor unions as contextual influences, Inter industry, Wage differentials/ Compensation differentials. **[4]**

Job Evaluation: Concept of job evaluation, Various kinds of job evaluation plans. **[4]**

Surveying Market pay and Compensation Practices: Need and purpose of the survey, Designing a Survey, Types of Survey - Custom developed surveys and published compensation data surveys. **[4]**

Designing Compensation Structure: Compensation designing process - Define a pay grade and develop a pay structure, Base pay and other compensation components for a team, Pay structure variations- broad banding and two- tier base plan. **[4]**

International Compensation: International compensation programs, Expatriates Components of international programs, Main components - Setting expatriates base pay and Incentive compensation. **[4]**

New Approaches: Variable performance linked pay (VPLP), Employee stock option plan, EVA, Cafeteria style of compensation. **[3]**

Text Books:

1. Martocchio Joseph J. (2014), *"Strategic Compensation- A Human Resource Management Approach"*, 7th Edition, New Delhi, Pearson Education.
2. Bhattacharyya D.K. (2015), *"Compensation Management"*, 2nd Edition, New Delhi, Oxford University Press.

Reference Books:

1. Milkovich George T, Newman Jerry M. and Venkat Ratnam CS (2017), *"Compensation"*, 12th Edition, New Delhi, Tata McGraw Hill.
2. Richard I. Henderson, *Compensation Management in a Knowledge - based World*, 10th Edition, New Delhi, Pearson Education.

Integrated Marketing Communication

MM.20.604 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- The objective of the course is to help students look at marketing communications with a holistic approach and to understand the principles and practices of marketing communications
- Apply the key terms, definitions, and concepts used in integrated marketing communications.
- Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan.
- Examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.
- Choose a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan.
- Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
- Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
- Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.

Course Contents

Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, and Challenges in IMC, **[6]**

Consumer Behaviour and IMC: Role of marketing communications in Consumer Decision Making, Combination of behavioural and communication objectives for each stage of the consumer decision making process. **[6]**

Advertising Management: Meaning, Nature and Scope of Advertising, Classification of advertising, advertising appropriation, advertising campaigns Customer and Competitor Analysis, STP Strategies for Advertising. Advertising Agencies – their role, functions, organization, Remuneration, client agency relationship, account Planning; Management of Advertising Agencies, Preparation and Choice of Methods of Advertising Budget, Ethical and Social Issues in Advertising. **[7]**

Message Design: The Creative concept development; the creative processes of the different forms of IMC; Communication Models with reference to Advertising AIDA, Hierarchy of effects, Innovation, Adoption. Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Evaluation of Creative Strategy/work. Campaign Planning: Message Creation, Copywriting, Role of Creativity in Copywriting. Testing of Advertising Effectiveness, **[7]**

Media Management: Media Types and their characteristics; Setting Media objectives; Media planning; Media Strategy; Media buying; and media research. **[6]**
Emerging Concepts and Issues in Marketing Communications, Sponsorship: POP: Supportive Communication, Role of E-Commerce in Marketing Communication.

Corporate Communication and Public Relations: Types of PR, Sales Promotion – Different types of Sales Promotion, relationship between Sales promotion and advertising, Publicity – Types of Publicity, relationship between advertising and publicity, Personal Selling, Direct marketing and direct response methods, Event Management. **[7]**

Text Books

1. Clow, K.E. and Baack, D.E. (2016), "*Integrated Advertising, Promotion, and Marketing Communications*", 7th Edition, New Delhi: Pearson Education.
2. Shah, K. and D'Souza, A. (2009), "*Advertising and Promotions an IMC Perspective*", New Delhi: McGraw Hill Education.

Reference Books

1. Belch, G. and Belch, M. (2016), "*Advertising and Promotions: An Integrated Marketing Approach*", New Delhi: McGraw Hill Education.
2. Lane, R., King, K. and Russell, T. (2009), "*Kleppner's Advertising Procedure*", US: Pearson Education.
3. Percy, L. (2014), "*Strategic Integrated Marketing Communications*", 2nd Edition, New Delhi: Routledge.
4. Shimp, T.A. and Andrews, A.J.C. (2013), "*Advertising Promotion and Other Aspects of Integrated Marketing Communications*", 9th Edition, Cengage Learning.

Digital Marketing

MM.20.614 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

Digital marketing course has been designed in such a way as it helps the students to transit from a functional role to a management role that requires more strategic digital and web marketing skills. Developing a successful digital marketing model is both an art and science.

Course Contents

Introduction: Now and before of digital marketing - digital marketing for the 21st century, Importance and scope of digital marketing; How web sites works – dynamic, static, blogs: search engines and types of search engines – meta, crawler, directories; How to create a blog. **[9]**

Concepts of Digital Marketing: Search engine optimization marketing, Online advertisement, Affiliate, Social media, Analytics. Introduction to Search Engines: Google guidelines, Best Practices, Quality guidelines, Design guidelines; Search engine page results – familiarizing Google results. How Google works: Search engine ranking methods, Techniques to get on top of Google, Meta tags best practices. **[10]**

Digital Marketing Management: Role of web marketing manager, Web marketing department structure, Roles and responsibilities, Job description, Targets, goals. Digital Marketing Plan: Goals, objectives, KPI's, Market research, Value creation process. Strategic web marketing plan, Budgeting, Channel. Online Reputation Management: Brand management, Tools to monitor online brand reputation, Communication online best practices, Online press releases, Online newspaper, magazine ads, Google, Yahoo news. **[10]**

Social Media Marketing: Introduction to social media, Examples of social media, Uses of social media, How companies use social media, Impact of social media in search Benefits of social media: Case studies of social media, SEO for social media, How to get started in social media. Social media profile creation and optimization. Online Ads – How online ads work : Interactive ads, Creative ads, Google Ad words, Online ad methods, Types of online advertisements, Face book ads, LinkedIn ads, Video ads, Text ads, Image ads, Local ads, Content network ads, Best practices, Campaign set up, Billing, Budget, Segment, Audience Effective Ads: Calculating ROI, Budget, How to choose your ad partner, Blogging for businesses Creative's & Content: Designing, Content development, Optimizing your ads, A/B testing, Conversion optimization, Landing page creation and optimization Face book strategy: Identify goals, Find Influencers, Understand tone (listening), Activation. How Face book advertisement works: The 3 Rs – Reporting, Results & Reallocation, Measuring ROI in Face book ads, Insights and Analytics for Face book Twitter Management: Twitter for business, Step by step instructions to Twitter, Key Definitions You Tube: You Tube branding, You Tube Ads, Getting started guide **[10]**

Text Books

1. Chaffey, D., Ellis-Chadwick, E., Johnston, K. and Mayer, R. (2000) "*Internet Marketing: Strategy, Implementation and Practice*", UK: Pearson Education.
2. Gay, Richard; Charlesworth, Alan and Esen, Rita (2007) "*Online Marketing: A Customer-led Approach*", New Delhi: Oxford University Press.

References Books

1. Evans, D. and Bratton, S. (2008). *Social Media Marketing: An Hour a Day*, Second Edition, Wiley.
2. Evans, D. and Bratton, S. (2010). *Social Media Marketing: The Next Generation of Business Engagement*. Wiley.

Rural Marketing

MM.20.624 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- The objective of this course is to develop understanding of issues in rural markets.
- To explore the Special Areas in Rural Marketing Environment and to learn nuances of rural markets to design effective strategies
- To enhance deeper understanding of rural consumer behavior and to develop the rural marketing mix.

Course Contents

Introduction to rural marketing: Rural Economic Structure, Rural Occupation Pattern, Incomes & Consumption, Rural market Size and Rural Infrastructure; ***Rural Marketing Opportunities*:** Taxonomy of the Rural Market, Go Rural Decision, Rural Inhibiting factors, Approach Decision: Evolution and Scope, Rural versus Urban Marketing, Becoming a Rural Marketer, Testing rural marketing potential. Understanding the Rural Economy: Rural marketing Environment, social environment, economic environment, technological environment, innovations, political environment and development initiatives, implications on rural marketers **[6]**

Rural Consumer Behavior: Rural consumer on the growth, models of consumer behavior, buying decision process, Rural Marketing Models, Bottom of the Pyramid Approach, Integrated, Innovation and Inclusive – Growth Model, Opinion Leaders influencing the decision making process, buyer characteristics, buying behavior patterns, brand loyalty, innovation adoption **[4]**

Rural Marketing Research: Significance of information, sources of information, marketing research – key decisions, approaches and tools – case for innovation, participatory approaches, innovative tools, rural versus urban marketing research, rural research business, challenges in rural marketing research. **[6]**

Selecting and Attracting Markets: Concepts and process for segmentation, bases for segmentation, emerging segments – women and youth, guides to effective segmentation, targeting, positioning, Cases in FMCG, consumer durables, Financial Services, Agricultural inputs and Cottage Industries in Rural areas. **[4]**

Product Strategy for rural markets: Product decisions, product classifications, product strategy levels, significance of product strategy, product strategies : assessment of acceptability, product design decisions, types of product strategies, product innovation strategies, customer value strategies, product identity strategies – branding, product identity strategies – packaging, brand building strategies, product lifecycle strategies, fighting fakes. **[5]**

Pricing Strategy: Concept and significance, pricing objectives, pricing policy, pricing strategy – the affordability challenge, rural versus urban, needs integrated approach, pricing for the quality conscious segment, value conscious segment and price conscious segment , Pricing and environmental factors, pricing for competition, pricing by retailers, pricing and product lifecycle . **[5]**

Distribution Strategy: and Rural Retailing: The Availability Challenge, Distribution Practices, Distribution Trends, Rural Logistics, Rural Coverage Decision, Geographical Information System for Planning Rural Coverage, Distribution decision – Direct Versus Indirect, Direct Marketing, Indirect Marketing. The rise of organized retailing, types of retail outlets, role of retailers, rural malls, Government initiated retail outlets, entrepreneur founded malls, agri company retail outlets, retail outlets of petro-chemical companies, retailing by urban players, PPP models, E Tailing, Training Retailers. **[5]**

Challenges for Rural Communication: Massage & Media for Rural Communication Promotion Strategy: IMC – Concept and Management Awareness and Motivation Challenge, Objectives and Framework of IMC, Promotional Mix, Communication Process, Communication Media, Designing the Communication Strategy, IMC Strategy, Rural Advertising. **[4]**

Text Book

1. Rural Marketing – Text and Cases, Krishnamacharyulu and Ramakrishnan, Pearson 2/ed. (2012)

Reference Books

1. Kashyap Pradeep & Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers.
2. Rural Marketing – Concept and Practices, Dogra and Ghuman, TMGH

Retail Management

MM.20.634 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- Learn about the ever-changing retail landscape Become familiar with how the retail industry works and understand the areas of accountability for retail management
- Understand the general concepts of merchandising. Understand store layout by department, including flow and adjacencies
- Explain how to read and execute a planogram to maximize sales e. Understand the impact of visual merchandising
- Understand the standards of quality service, and how service impacts Understand floor recovery strategies and methods

Course Contents

Introduction to retailing: What is retailing, Social and economic significance of retailing, Structure of retailing and distribution, Opportunities in retailing, Indian vs. Global Scenario **[4]**

Types of retailer: Store & Non Store Retailing –-Franchising- Unconventional channels Retailer characteristics, Food retailers, General merchandise retailers, Service retailing, Types of ownership, Retail channels, Benefits offered by retail channels, Challenges of effective multichannel retailing **[4]**

Retail buying behavior and Retailing Strategy: The buying process, Types of buying decisions, Social factors influencing the buying process Retail market strategy, Target market and retail formats, Growth strategies, Global growth opportunities **[6]**

Financial strategy and retail locations: Financial objectives and goals, Strategic profit model, Analysis of financial strength, Setting and measuring performance, Types of locations, other locations opportunities, Location and retail strategy, Legal considerations, Evaluating specific areas for locations, Evaluating a site for locating a retail store, Trade area characteristics, Estimating potential sales for a store site, Negotiating lease. **[6]**

Human Resource Management: Objectives of Human Resource Management, Issues in retail human resource, designing the organization structure for retail firm, Store management responsibilities, recruiting and selecting employees, Motivating and managing store employees, Evaluating store employees and providing feedback, Compensating and rewarding store employees, Managing diversity, Legal issues in Human Resource **[4]**

Merchandise management: Merchandise management overview, forecasting sales, Developing an assortment plan, Setting inventory and product availability levels, Establishing a control system for managing inventory, Allocating merchandise to stores, Analyzing merchandise management performance, Developing and sourcing private label merchandise, Negotiating with vendors **[5]**

Retail pricing and communication mix: Pricing strategies, Consideration in setting retail prices, Pricing techniques for increasing sales and profits, Legal and ethical pricing issues, Communication programs to develop brand images and build customer loyalty, Methods of communicating with customers, planning the retail communication program. **[4]**

Store Management: Store design objectives, Store design elements, Visual merchandising, Creating an appealing store atmosphere, Strategic advantage through customer service, Customer service quality, Service recovery. **[4]**

Information system in retailing: Creating strategic advantage through supply chain and information system, the flow of information and products in supply chain. **[2]**

Text Books

1. Retailing management by Michael Levy Barton Weitz Ajay Pandit, M. G.Hills, 8th Edition (2012)
2. Retailing Management by Swapana Pradhan, M. G.Hills, 4th Edition (2012)

Reference Books

1. Integrated retail management by James R. Odgen Denise T. Ogden, Bizantra, 2nd Editio
2. Managing retailing by Piyush Kumar Sinha and Dwarika Prasad Uniyal, Oxford University Press, India, 2nd Edition (2012)
3. Ramkrishnan and Y.R.Srinivasan, Indian Retailing Text and Cases, Oxford University Press

Strategic Brand Management

MM.20.644 **3-1-0-4 (Contact hrs: 39)**

Course Objective:

This course aims to develop students' understanding of the importance of brand equity as well as how to build, measure, and manage brand equity. It will cover topics in the utilities of branding, steps/process of building brands, methods of measuring brand equity, ways to leverage brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, and market segments.

Course Contents

Introduction: Understanding the role of the Brand Manager, how it has evolved over time, key variables to be managed and the key deliverables. **[5]**

Brand and Brand Management: Commodities Vs Brands, The role of brands, Strategic Success and Pioneer advantage, Successful brands, Concept of Market re-definition, General Management success and Brand success, Understanding the impact technology has had on the marketing landscape and the way the management of a brand is progressively being shaped by a new and active participant – the consumer. **[9]**

The brand equity concept: Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance, Building Brand Equity, Brand Identity and Brand image. Brand Vision, Brand Objectives. Choosing brand Elements, Brand Leveraging and Brand Performance: Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement, **[9]**

Brand Positioning & Brand Building: Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values. Designing and Sustaining Branding Strategies: Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing brand over time. Rejuvenation and Re-launch. **[8]**

Measuring Brand Equity: Brand Value chain, Brand Audits, Brand Tracking, Brand Valuation, Managing Brand Equity: Brand Reinforcement, Brand Revitalization, and Brand Crisis. Define public relations, Identify the differences among advertising, publicity, press agency and PR. PR & its role in organizations. Examine the different publics of an organization **[8]**

Text Books

1. Keller, K.L., Parameswaran, M.G. and Jacob, I. (2013), "*Strategic Brand Management: Building, Measuring and Managing Brand Equity*", 3rd Edition, New Delhi: Pearson Education.
2. Kapferer, J.N. (2012), "*The New Strategic Brand Management: Advanced Insights and Strategic Thinking*", 5th Edition, New Delhi: Kogan Page.

Reference Books

1. Keller, K.L. (2008), "*Best Practice Cases in Branding: Lessons from the World's Strongest Brands*", 3rd Edition, New Delhi: Pearson Education.
2. Sengupta, S. (2005), "*Brand Positioning: Strategies for Competitive Advantage*", 2nd Edition, New Delhi: McGraw Hill Education.
3. Richard, E. and Percy, L. (2007), "Strategic Brand Management", New Delhi: Oxford University Press

International Business Economics

BE.20.604 **3-1-0-4 (Contact hrs: 39)**

Course Objective:
This course looks into the economic aspects of international business. The market outcomes of liberalizing trade environment, trade policy framework of the WTO, economics of the currency market and macroeconomic linkages of the open economy are the primary points of emphasis of the course.

Course Contents

Trade Theories: Understanding free trade arguments that govern trade agreements, Absolute Advantage and Comparative advantage, Heckscher Ohlin model of factor abundance. **[9]**

Trade Policies: Tariff and quota, Voluntary Export restraints, Role of WTO in International trade, Dumping and Antidumping Duty under the WTO, Subsidies and Countervailing duties under the WTO, Regional integration **[10]**

International Trade Procedures: Export Documentation and Procedures, International Payment Terms, INCOTERMS **[10]**

Currency and International Finance: Currency market and basic Central Bank operation, Basics of fixed and flexible exchange rate, Determination of exchange rate Currency derivatives. **[10]**

Text Book

1. Cherunilam, Francis: International Economics, Tata McGraw-Hill Companies, Delhi.

Reference Books

1. Salvatore, Dominick: International Economics, John Wiley Publisher, London
2. Sodersten, BO & Reed, Geoffrey: International Economics, McMillan Press Ltd, London.
3. Bhagawati, Jagdish: In Defence of Globalisation, 2004 Oxford University Press, Oxford.
4. Dwivedi, D.N.: International Economics, Vikash Publishing House, New Delhi.

Industrial Economics and Competitive Strategies

BE.20.614 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To help gain an understanding of - (i) The structure – conduct – performance relationship in an industry and (ii) The factors influencing these - a positive analysis.
- To acquire the knowledge/skill to evolve competitive strategies and thereby determine the conduct of a firm in the market. Essentially, to learn to anchor the strategies in the validated, time-tested economic principles underlying the strategies. More specifically, the course will reinforce the economic principles which only can provide the rationale for successful, sustainable strategies which explain the conduct of a firm.

Course Contents

Primer on economic concepts: – Definition and need for Industrial Economics; S – C – P paradigm; The welfare economics of market power **[7]**

Market structure: – its measures & determinants; Firm Boundaries – Horizontal & Vertical-Transaction costs and firm size; Concentration in markets – seller & Buyer Concentration; Product Differentiation; Conditions of entry **[13]**

Competition: – Competing via Commitment; Dynamics of Pricing Rivalry; Entry & exit strategies **[7]**

Strategic Positioning & dynamics: – Competitive advantage and its sustenance; Innovation as a source of competitive advantage; Agency and performance measurement **[6]**

Performance: – Market Structure and performance-Challenges in a digital Economy; PUBLIC Policy & Regulation: – Issues in Antitrust & regulatory Economics **[6]**

Text Book

1. Lipczynski, John; Goddard, John; Wilson, J.O.S. (2005), Industrial Organization: Competition, Strategy, Policy (2 edition), Prentice Hall.

Reference Books

1. J. Blanco Realzola (1998), Competitive Strategy Techniques for Analyzing Industries and Competitors, The Free Press.
2. Porter, M.E. (1998) Competitive Strategy: Techniques for Analyzing Industries and Competitors, TheFree Press.
3. Barthwal, R.R. (2010) Industrial Economics: An Introductory Textbook, The New Age Publisher.

Economics of Consumption

BE.20.624 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- Examining the latest trends to improving the consumerism
- Expose to the international markets and platforms
- Enable to understand the growing synergy across countries
- Illustrate the role of economic collaboration due to globalization
- Identify the latest market possibilities

Course Contents

Future of consumption in India: The macro context of India, Vision for consumption in India in 2030, Firm of the future in India, Key uncertainties for India 2030, Critical societal challenges and calls to action **[5]**

The Expansion of Geopolitics, Multilateralism in an Ungoverned World, Culture, Identity and the Evolution of Geopolitics, Future Scenarios and Implications for the Industry, Regional Risks for Doing Business **[9]**

Fostering Effective Energy Transition, Electric Vehicles for Smarter Cities: The Future of Energy and Mobility, Accelerating access to sustainable energy: A key priority in energy transition **[8]**

Jobs of Tomorrow Mapping Opportunity in the New Economy,Opportunity in the Emerging Labour Market, Our Shared Digital Future Building an Inclusive, Trustworthy and Sustainable Digital Society **[9]**

Unlocking Technology for the Global Goals, mobilizing the private sector for peace and Reconciliation, How Can Trade Rules Support Environmental Action? Trade must be aligned with sustainable development. **[8]**

Text Books

1. World Economic Forum Reports
2. World Trade Organization Reports

Reference Books

1. Allen, Franklin; Behrman, Jere R.; Birdsall, Nancy (2016), Towards a Better Global Economy: Policy Implications for Citizens Worldwide in the 21st Century, OUP Oxford.
2. International Energy Agency Reports.

Management of Corporate Social Responsibility

SM.20.604 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To apprise the student about the concept of CSR and career opportunities in the area.
- To build capacity of the students for creating a project on CSR funding.
- To apprise about the CSR governance and its implementation.

Course Contents

Introduction to CSR: Concept, principles, triple bottom line and sustainable CSR, Provision of CSR in companies Act 2013, CSR legislation in world, Scope of CSR, Drivers of CSR, Benefits to organization, CSR Management. **[8]**

Stakeholders: Organization, Government, Society, Regulatory environment, International framework, CSR for central public enterprises. **[7]**

Planning and Implementing CSR Activities: CSR policy, Constitution of CSR committee, CSR design, CSR budget, CSR activities, CSR through external agencies. **[8]**

Evaluating and Developing CSR Activities: Bases for evaluation of CSR activities, CSR leadership, CSR and risk management, CSR as organization brand building, GST components of CSR, Monitoring of CSR activities. **[8]**

Compliance and CSR Audit: Preparing report, Issues relating to CSR audit, Preparing and filing of annual CSR report, Developing CSR audit program, Sustainability of CSR audit, Spending CSR funds, Global reporting. **[8]**

Text book

1. Prabhakaran Palleri (2020), Corporate Social Responsibility – Concepts, Cases and Trends, Cengage India.

Reference Book

1. Chatterjee, M. (2016), "Corporate Social Responsibility", 1st Edition, New Delhi: Oxford University Press.

Management of Social Impact Institutions

SM.20.614 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To understand conceptual framework for understanding the role of Social Impact Organizations in a market economy and democratic society.
- To understanding of major issues and concerns that shaped the nonprofit sector/social sector and currently influence the field;
- To develop Knowledge of nonprofit/social impact management methods and practices.
- To develop understanding of laws and standards applicable to nonprofit/ social organizational management.
- To increased awareness of nonprofit/social sector values and experience in analyzing management dilemmas and proposing responses.

Course Contents

Introductions and Learning; Needs/Expectations Overview of Social and the Nonprofit Sector	**[7]**
A Function Model for Social and Nonprofit Management	**[7]**
Governance of Social and Nonprofit – Board Roles and Responsibilities, Program Planning for Social and Nonprofit : Proposal Writing for Nonprofits	**[10]**
Budgeting and Financial Management for Nonprofits, Resource Development in Nonprofits: Human, Grant and Contract Management in Social and Nonprofits.	**[8]**
Management of Marketing, Risk , program and budget cutbacks:	**[7]**

Text Books

1. Renz, David O. ed. (2010) The Jossey-Bass Handbook of Nonprofit Leadership and Management, Third Edition, San Francisco, CA: Jossey-Bass Publications.
2. Drucker, Peter F. (2006) Managing the Nonprofit Organization: Principles and Practices, Reprint Business Edition, New York, NY: HarperCollins.

Reference Books

1. Block, Peter (2011) Flawless Consulting, 3rd Edition, Pfeiffer &Co, San Diego.
2. Hayes, John (2010) The Theory and Practice of Change Management, 3rd Edition, New York, NY: Palgrave MacMillan.

Social Impact Investment

SM.20.624 **3-1-0-4 (Contact hrs: 39)**

Course Objectives:

- To understand the evolution, landscape and future potential of impact investing.
- To develop financial and analytical competency to apply investment to drive social impact.
- To obtain basic skills to understand the process to innovate impact investment financial structures and create and operate impact investment funds.
- To refine negotiation skills to represent stakeholder positions in placing or securing impact investment capital.
- To learn to utilize impact investing strategies to drive social innovation and measurable social impact in public sector, nonprofit, and for-profit contexts.

Course Contents

Introduction to Impact Investment: Definitions, History, Size and characteristics of the Impact Investing marketplace, Classical finance and the case for impact investing, Distinctive business and financial characteristics of impact investments; Social impact metrics. **[7]**

Socially Responsible Investing: Negative screening, Positive screening, Fiduciary standard, Turning policy challenges into investment return – who needs help, How investments can help, Identifying impact investment opportunity, Shareholder activism - positive and negative investment. **[7]**

Correlating Financial and Social Returns: Synchronization of capital markets, Government policy and philanthropic resources to blend investment return and social benefit, Environmental finance, Greentech, Infrastructure, Scale and PE. **[6]**

Microfinance and the Base of the Pyramid: Micro-lending, Micro-insurance, Housing, Technology and cases, Valuation models and Portfolio Development. **[6]**

Inclusive Business and Impact Investment: The Role of Institutions in social finance (Innovation, Blended Finance and EDI), Role of government in social finance – Social Impact Bonds, Role of institutions in social finance. **[6]**

Impact Measurement: Global Reporting Initiative (GRI), Impact Reporting and Investment Standards (IRIS), Global Impact Investing Rating System (GIIRS), Impact Metrics, Internal rate of return, Benefit-cost ratio (BCR), Expected Return, Mission alignment Methods, Future of Impact Investing. **[7]**

Text Books

1. Keith Allman, Ximena Escobar de Nogales, Impact Investment, A Practical Guide to Investment Process and Social Impact Analysis, Wiley.
2. Alex Nicholls, Rob Paton, and Jed Emerson, Social Finance, Oxford Publications.

Reference Books

1. The Impact Investor, Lessons in Leadership and Strategy for Collaborative Capitalism, Jossey-Bass, Cathy Clark, Jed Emerson, Ben Thornley.
2. The Power of Impact Investing, Putting Markets to Work for Profit and Global Good, Wharton, Judith Rodin, Margot Brandenburg.

Management Tools for Entrepreneurs

EF.20.604 **3-1-0-4 (Contact hrs: 39)**

Course Objective

Identifying the right business opportunity is important for the success of any new entrepreneurial venture. Budding entrepreneurs should be able to identify suitable business opportunities at the right time and in the right way. This course aims to help students identify business opportunities effectively and get hands on experience in applying creativity and understanding in problem identification and solving.

Course Contents

Understanding the market: Identifying ideas and areas with business potential, Analyzing the needs and wants of the market, Identifying resource needs, Identifying where business opportunities can lie and in what form, Identifying potential customer / user benefits and benefits to society as a whole. **[7]**

Identifying the Opportunity: Convergent and divergent approach of opportunity sensing, Transforming ideas into reality, Realities of setting up new ventures, Screening opportunities, Devising the business plan, The family as a source of entrepreneurial support, Deciding the scope of the opportunity and gains from it. **[9]**

Analyzing Business Opportunities: Market Analysis, Demand-supply, Technical Analysis, Assets analysis, Financial Analysis, Sources of capital and its cost, Viable and feasible business Opportunity, Testing feasibility of business idea by applying sensitivity analysis. **[9]**

Accounting for Entrepreneurs: Accounting, Balance Sheet, Accounting Records, Cash flow statements, Financial Statement Analysis, Behavior of costs. **[7]**

Management Tools for Startups: WordPress/GoDaddy, CoFoundersLab, Doorbell, Asana/Trello, Recruiterbox/Homerun, Termsfeed, Slack/ Hipchat, Betalist. **[7]**

Text Book

1. Timmons, J.A. and Spinelli, S.: New Venture Creation – Entrepreneurship for the 21st century, McGraw Hill

Reference Books

1. Holt, D.H., Entrepreneurship – New Value Creation, Pearson
2. Roy, R., Entrepreneurship, Oxford

Project Formulation and Preparation

EF.20.614 **3-1-0-4 (Contact hrs: 39)**

Course Objective

Business plan gain interest of the fund providers like venture capitalists and other sources of funding.

Course Contents

Business Plan: What is business plan, Entrepreneurial opportunities and Business Plan, Preparing business plan (Practical Exercises on preparation of business plan), Components of Business Plan - Confidentiality Agreement, Executive summary, other components. **[8]**

Market Analysis and Planning: Undertaking Market Research, Importance, Industry Analysis, Competitor analysis, Defining the target market, Market segmentation, Market positioning, Building a marketing plan, Marketing mix, and Critical factors for devising a market strategy. **[9]**

Technical Feasibility and Analysis. Operation and Production Plan - Types of production systems, Product design and analysis, New product development, Location and layout decisions, Project layout, Plant and technology choices, Product specification and customer needs, Production planning and control, Commercializing technologies. **[10]**

Financial analysis and feasibility testing: Pro forma income statements, Cash budget, Funds flow and Cash flow statements, Balance sheet, Break Even Analysis, Ratio Analysis. **[12]**

Text Book

1. Dwivedi, A.K.: Industrial Project and Entrepreneurship Development, Vikas Publishing House.

Reference Book

1. Bangs Jr., D.H., The Business Planning Guide, Dearborn Publishing Co.
2. Katz, J.A. and Green, R.P., Entrepreneurial Small Business, McGraw Hill
3. Mullins, J. and Komisar R., Getting to Plan B, Harvard Business Press
4. O'Donnell, M., The Business Plan: Step by Step, UND Center for Innovation.

Secrets of Success: Indian Family Business

EF.20.624 **3-1-0-4 (Contact hrs: 39)**

Course Objective

To understand the unique dilemmas and paradoxes faced by family firms in order to learn secret of family business success.

Course Contents

Family Business: Specialty of running a family business, Conflict resolution, Succession planning, Choosing and training successor. **[7]**

Creating Stability: On control and voting shares, On managing millennials, Money matters, Balancing differing interests. **[6]**

Secrets: Communicate, Evolve, Set boundaries, Practice good governance, Recruit from the outside, Treat employees like family, Make it optional, Plan for the future. **[7]**

Success Story I: TATA Group, Aditya Birla Group, Godrej, Shapoorji Pallonji, Murugappa Group. **[10]**

Success Story II: Reliance Group, Arcelor Mittal, Bajaj family, Burman family, Lohia family. **[9]**

Text Books

1. Leach Peter and Dixit Tatwamasi, Indian Family Business Mantras, Rupa Publications, New Delhi.
2. Kavil Ramachandran, The 10 Commandments for Family Business, Sage publishers, India.

Reference Books

1. Walter Vieira and Dixit Mita, The 5Gs of Family Business, Sage publishers, India.
2. Hutcheson Henry, Dirty Little Secrets of Family Business, Greenleaf Book Group LLC.

SCHOOL OF MANAGEMENT STUDIES

…A Premier Women B-School with Indian Ethos and Values

Annexure – C

Syllabus

Master of Business Administration
(w.e.f. 2018)

MODY UNIVERSITY OF SCIENCE &TECHNOLOGY

(ISO 14001:2004 certified)

(State University under section 2/f of the U.G.C. Act 1956)

Lakshmangarh – 332 311, Distt. – Sikar (Rajasthan)

Website: www.modyuniversity.ac.in

Master of Business Administration (MBA)

(Dual Specialization)
Two Year Programme
Academic Curriculum (2018-2019 Onwards)

First Year
Autumn Semester
Foundation Courses

Course Code	Course Title	Contact Hours
	Compulsory Courses	
FC101	Principles of Management	15 Hours
FC102	Business Etiquette	15 Hours
	Any two of these courses	
FC103	Introduction to Economics	15 Hours
FC104	Introduction to Accounting	15 Hours
FC105	Introduction to Business Mathematics	15 Hours
	Total Contact Hours	60 Hours

Course Code	Course Title	L	T	P	C	ETE (Hours)	Weightage (%)		
							CW*	MTE	ETE
CP101	Business Communication	2	-	2	3	3	35	15	50
CP102	Managerial Economics	3	-	-	3	3	35	15	50
CP103	Management Accounting	3	-	-	3	3	35	15	50
CP104	Business Statistics	3	-	-	3	3	35	15	50
CP105	Organizational Behavior	3	-	-	3	3	35	15	50
CP106	Management Science	3	-	-	3	3	35	15	50
CP107	Marketing Management -I	3	-	-	3	3	35	15	50
	Sub Total				**21**				

First Year
Spring Semester

Course Code	Course Title	L	T	P	C	ETE (Hours)	Weightage (%)		
							CW*	MTE	ETE
CP201	Business Research Methods	3	-	-	3	3	35	15	50
CP202	Marketing Management -II	3	-	-	3	3	35	15	50
CP203	Financial Management	3	-	-	3	3	35	15	50
CP204	Human Resource Management	3	-	-	3	3	35	15	50
CP205	Operations Management	3	-	-	3	3	35	15	50
CP206	Macro-Economics	3	-	-	3	3	35	15	50
CP207	Strategic Management	3	-	-	3	3	35	15	50
CP208	IT Tools for Managers	2	-	2	3	3	35	15	50
	Sub Total				**24**				

Class Work (Marks Distribution): 20 Marks (Group Projects/Assignments) + 15 Marks (Individual Projects/Assignments)

SCHOOL OF MANAGEMENT STUDIES

…A Premier Women B-School with Indian Ethos and Values

Annexure – C

Master of Business Administration (MBA)

(Dual Specialization)
Two Year Programme
Academic Curriculum (2018-2019 Onwards)
Second Year
Autumn Semester

Course Code	Course Title	L	T	P	C	ETE (Hours)	Weightage (%)		
							CW*	MTE	ETE
CP301	Business Analytics	3	-	-	3	3	35	15	50
CP302	International Economics and Business	3	-	-	3	3	35	15	50
CP303	Supply Chain Management	3	-	-	3	3	35	15	50
CP304	Business Simulation	-	-	-	3	3	-	-	100
CP305	Summer Internship Project	-	-	-	3	3	75	-	25
	Specialization Elective – I	2	-	-	2	3	35	15	50
	Specialization Elective – II	2	-	-	2	3	35	15	50
	Specialization Elective – III	2	-	-	2	3	35	15	50
	Specialization Elective – IV	2	-	-	2	3	35	15	50
	Specialization Elective – V	2	-	-	2	3	35	15	50
	Specialization Elective – VI	2	-	-	2	3	35	15	50
	Dissertation Project	Continued to 4^{tn} Semester							
	Sub Total				**27**				

Second Year
Spring Semester

Course Code	Course Title	L	T	P	C	ETE (Hours)	Weightage (%)		
							CW*	MTE	ETE
CP401	Business Law	3	-	-	3	3	35	15	50
CP402	Project Management	3	-	-	3	3	35	15	50
CP403	Business Ethics and CSR	3	-	-	3	3	35	15	50
CP404	Dissertation Project	-	-	-	6	3	75	-	25
	Specialization Elective - I	2	-	-	2	3	35	15	50
	Specialization Elective - II	2	-	-	2	3	35	15	50
	Specialization Elective - III	2	-	-	2	3	35	15	50
	Specialization Elective - IV	2	-	-	2	3	35	15	50
	Specialization Elective - V	2	-	-	2	3	35	15	50
	Specialization Elective - VI	2	-	-	2	3	35	15	50
	Sub Total				**27**				

Total Credits	**99**

Class Work (Marks Distribution): 20 Marks (Group Projects/Assignments) + 15 Marks (Individual Projects/Assignments)
Summer Internship Project: 75% on report and 25% on Viva.
Dissertation Project Report: 75% on report and 25% on Viva.
Business Simulation: Third party Outsourced

Professional Personality Development Series (PPDS)

Since MBA is a professional program, there is need to groom participants professionally in terms of soft skills including interpersonal relationship, team work etc. Taking into consideration the requirements of the corporate world, there is needed to inculcate professional skills apart from academic excellence. To achieve this objective, there will be weekly professional personality development sessions organized by the college as part of the curriculum. This weekly mandatory event will be completely participant driven, organized and managed under the supervision of the Professional Personality Development Cell headed by a faculty. This event will be continued in all the semesters.
This event will be equivalent to 3 credits per semester.

Total Contact Hours of the Program

Description of the Courses	Contact Hours
Foundation Courses	15 x 4 = 60
Academic Courses	99 x13 = 1,287
Professional Personality Development Series	12 x 13 =156
Total Contact Hours	1503

Elective Areas

Finance, Banking and Insurance Area

Course Code	Course Name
FM301	Security Analysis and Portfolio Management
FM302	Corporate Finance
FM303	Operations for BFSI
FM401	Financial Derivatives and Risk Management
FM402	Corporate Taxation
FM403	Financial Modelling

Human Resource Area

Course Code	Course Name
HR301	Organizational Development Systems
HR302	Talent Management
HR303	Industrial Relations
HR401	Human Resource Development Systems
HR402	Performance Management
HR403	Compensation Management

Marketing Area

Course Code	Course Name
MM301	Sales and Distribution Management
MM302	Consumer Behavior
MM303	Marketing of Services
MM401	Strategic Brand Management
MM402	Integrated Marketing Communication
MM403	Digital Marketing

FIRST YEAR
AUTUMN
SEMESTER - I

Business Communication

Course Code: CP101 **Course Credit: 3**

Course Objective

This course is designed to enhance the communication skills required in different business contexts through various interactive activities. This course will improve the student's self-confidence to express them in the professional business environment. This course will help and acquaint the participants with the basic concepts and techniques of communication, viz Listening, Speaking, Reading & Writing skills.

Course Content

Effective Communication in Business: Importance and benefits of effective communication, Components of communication, Forms of Communication, Communication process, Role of Verbal and Non-verbal symbols in communication, Barriers to effective communication, Overcoming communication barriers, Seven C's of effective communication.

Strategies for Successful Listening and Speaking Skills: Definition, Types, Purposes of listening, Anatomy of poor listening, Features of a good listener, Characteristics of Oral communication, Principles and types of oral communication, Strategies to handle different communication.

Corporate Communication: Definition, Scope, Importance and components of corporate communication, Professional communicator responsibilities, Corporate communication and Public Relation, Role of social media in communication.

Forms of Communication in Written Mode: Improving writing skills, Planning and execution of messages, writing different messages, writing reports, proposals and business plans.

Strategies for Successful Interpersonal Communication: Dyadic communication, Meetings: need, importance & planning of Meetings, Drafting of notice, Agenda, Minutes & resolutions of Meeting, Creating and delivering good presentations, Managing data and visuals.

Business Etiquettes and Cross-cultural Communication: Introduction, Constituents of Etiquettes, Business Etiquettes and modern technology, Workplace culture, Communicating across different cultures, Culture and writing skills.

Career Management and Technology: Introduction, Searching for talent, looking for Job, Planning for Job, Social Networking and Job search, Preparing for Resume, Cover Letter, Group Discussion and Interview, Technology in Business Communication.

Text Books

1. Lesikar, R.V., Flatley, M.E., Rentz, K., Lentz, P. and Pande, N. (2015), "*Business Communication*", 13th Edition, New Delhi: McGraw Hill Education.
2. Raman, M. and Singh, P. (2012), "*Business Communication*", 2nd Edition, New Delhi: Oxford University Press.

Reference Books

1. Chaturvedi, P.D. and Chaturvedi, M. (2011), "*Business Communication, Concepts: Cases and Applications*", 2nd Edition, New Delhi: Pearson Education.
2. Mukerjee, H.S. (2013), "*Business Communication*", 2nd Edition, New Delhi: Oxford University Press.
3. Sharma R.C., Mohan, K. (2007), "*Business: Correspondence and Report Writing*", 3rd Edition, New Delhi: McGraw Hill Education.

Managerial Economics

Course Code: CP102 **Course Credit: 3**

Course Objective

The objective of this course is to familiarize the students with concepts and techniques used in Micro-Economic Theory and to develop their capability to apply these concepts and techniques in making decisions pertaining to different business situations. While conducting this course importance is given to the complexity of decision making process emanating from evolutionary changes that have occurred in the business firms over time.

Course Content

Nature and scope of Managerial Economics and optimization techniques- Introduction to Economics and Managerial Economics, theory of the firm and objectives of the firm; Nature and functions of profit; total, marginal and average relationships Optimization analysis- profit maximization through total revenue-total cost approach; profit maximization through marginal analysis

Demand Analysis, Demand Estimation and Demand Forecasting- Individual's demand, specification of the demand function, factors affecting demand Different concepts of elasticity and their measurement, relationship between price elasticity, total revenue and marginal revenue Use of elasticity in managerial decision-making, introduction of demand estimation Methods of demand estimation; use of regression analysis in demand estimation; demand forecast with qualitative and quantitative methods

Theory of production, cost concepts, cost functions and estimation- Production function; short run production function, law of diminishing returns; Production Function and Iso-quants and Iso-costs function; Optimal combination of inputs for minimizing cost ; long run production function and returns to scale; Type of costs; short run and long run cost functions, marginal costs, average costs ; Fixed and variable costs and estimation of cost functions; break-even analysis.

Market Structure, Pricing Practices and Game Theory-What are different market structures; Pricing under perfect competition; assumptions, short run and long run equilibrium of the firm and market Determination of price; profit maximization; Pricing under Monopoly: pure and discrimination monopoly; Pricing determination under Monopolistic Competition; Pricing under Oligopoly and Duopoly; Game Theory and Strategic Behavior; Role of the Government in pricing.

Text Books

1. Salvatore, D. (2014), "*Managerial Economics in a Global Economy*", 8th Edition, New Delhi: Thomson South-Western.
2. Samuelson, A.P. and Nardhas, W.D. (2010), "*Economics*", 19th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Dholakia, R.H. and Oza, A.N. (2003), "*Microeconomics for Management Students*", New Delhi: Oxford University Press.
2. Gupta, G.S. (2003), "*Managerial Economics*", New Delhi: McGraw Hill Education.
3. Keat, P. and Banerjee, S. (2010), "*Managerial Economics: Economic Tools for Today's Decision Makers*", 6th Edition, New Delhi: Pearson Education.
4. Kreps, D.M. (2004), "*Microeconomics for Managers*", New Delhi: W.W. Norton and Company.

Management Accounting

Course Code: CP103 **Course Credit: 3**

Course Objective

The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making. The course also familiarizes the students with the basic cost and management accounting concepts and their applications in managerial decision making. Applied side of the subject will be given more emphasis and attentions compared to its conceptual aspect.

Course Content

Introduction: Accounting for Management, Role of Cost in decision making, Comparison of Management Accounting and Cost Accounting, types of cost, cost concepts, Elements of cost - Materials, Labour and overheads and their Allocation and Apportionment, preparation of Cost Sheet, Methods of Costing, Reconciliation of Cost and Financial Accounting.

Marginal Costing: Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making like single product pricing, multi-product pricing, replacement, sales etc.

Differential Costing and Incremental Costing: Concept, uses and applications, Methods of calculation of these costs and their role in management decision making like sales, replacement, buying etc.

Budgeting: Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control.

Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications. Neo Concepts for Decision Making: Activity Based Costing, Cost Management, Value Chain Analysis, Target Costing & Life Cycle Costing : concept, strategies and applications of each.

Responsibility Accounting & Transfer Pricing: Concept and various approaches to Responsibility Accounting, concept of investment center, cost center, profit center and responsibility center and its managerial implications, Absorption Costing.

Text Books

1. Horngren (2015), "*Financial and Managerial Accounting*", 5th Edition, New Delhi: Pearson Education.
2. Khan, M.Y. and Jain, P.K. (2103), "*Management Accounting: Text, Problems and Cases*", 6th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Colin, D. (2005), "*Management Accounting for Business*", 3rd Edition, New Delhi: Thomson.
2. Pandey, I.M. (2009), "*Management Accounting*", New Delhi: S. Chand and Sons.
3. Pauline, W. (2006), "*Financial and Management Accounting*", 7th Edition, Pearson Education.
4. Ray, P. (2009), "*Managerial Accounting for Business Decisions*", 5th Edition, New Delhi: Pearson Education.

Business Statistics

Course Code: CP104 **Course Credit: 3**

Course Objective

In an increasingly complex world, statistical thinking, understanding, and skill are more important than ever. In this course students are introduced to the fundamental concepts and with skills for proficiency in statistics. The objective is to present the data in a more meaningful way, which allows simpler interpretation of the data.

Course Content

Introduction to Statistics: Origin, Nature and scope in business management.

Data processing – Classification, Summarization, Tabulation of data – presentation (tabular and graphic) – Frequency distribution, Measures of central tendency - mathematical properties of arithmetic mean, Arithmetic mean, Weighted mean, Geometric mean, Median, Mode, and Partition values – Quartiles, Deciles and Percentiles, Measures of dispersion - Range, Quartile deviation, Standard deviation, Variance and Co-efficient of variation.

Measures of Dispersion: (Absolute and Relative) Range, Quartile deviation, Mean deviation, Standard deviation, Co-efficient, Skewness and Kurtosis.

Testing Of Hypothesis - Concepts – types of errors, null and alternate hypothesis – level of significance. Testing of means and proportions for small and large samples - one-sample test. Testing of difference between means and proportions for small and large samples. 2 Test of goodness of fit – Test of independence – ANOVA – one way and two way classifications.

Business forecasting - Time series analysis, components, Methods, Straight line method – Semi averages method – Least square method – Moving averages.

Probability: Probability sampling, non-probability sampling. Estimation -Point and Interval estimates – Confidence intervals – determining sample size, Axiomatic approach to probability, Laws of addition and multiplication, Bayes' theorem.

Theoretical Probability Distributions: Random variable and distribution function: Discrete probability distributions, Continuous probability distributions.

Correlation and Regression (Bivariate and Multivariate): Karl Pearson coefficient of correlation, Spearman's correlation coefficient, Concurrent deviation, Lines of regression.

Text Books

1. Levin, R.I., Rubin, D.S., Rastogi, S. and Siddiqui, H.M. (2017), "*Statistics for Management*", 8th Edition, New Delhi: Pearson Education.
2. Whigham, D. (2007), "*Business Data Analysis Using Excel*", 1st Edition, New Delhi: Oxford University Press.

Reference Books

1. Black, K. (2016), "*Business Statistics: For Contemporary Decision Making*", 9th Edition, New Delhi: Wiley India.
2. Hooda, R.P (1994), "*Statistics for Business and Economics*", New Delhi: Macmillan India Ltd.
3. Morse, L.B. (1994), "*Statistics for Business and Economics*", New York: Harper Collins.
4. Webster, A. (2006), "*Applied Statistics for Business and Economics*", 3rd Edition, New Delhi: McGraw Hill Education.

Organizational Behavior

Course Code: CP105 **Course Credit: 3**

Course Objective

To change the way students think about and analyze behavior in organizations so that students become a more thoughtful and effective employee, co-worker, and manager.

Course Content

Introduction: Historical evolution of OB, Organizational structure, Management functions and roles, developing an OB Model.

Individual Behavior: Personality and values, Personality assessment instruments, Attitudes and job satisfaction, Perception and attribution, linking individual behavior to the workplace. Learning: Concept, Learning theories, Reinforcement, Administering reinforcement, Organizational behavior modification.

Motivation: Definition and importance, early theories of motivation, Contemporary theories of motivation, Motivational tools in organization – Job characteristics model, Employee involvement, Rewards.

Group Behavior: Concept of Groups, Stages of group development, Group properties, Group decision making, creating effective teams, turning individual into team players.

Skills for Managing Teams: Communication, Conflict, Power and Influence, Emotional intelligence.

Leadership: Concept, Leadership styles, Theories – Trait, Behavioral, Contingency; Finding and creating effective leaders.

Managing Modern Organizations- Culture formation, Managing cross cultural differences, Innovation and learning organization.

Text Books

1. Luthans, F. (2013), "*Organizational Behavior-An Evidence-Based Approach*", 12th Edition, New Delhi, McGraw Hill Education.
2. Robbins, S.P., Judge, T.A. and Vohra, N. (2017), "*Organizational Behavior*", 16th Edition, New Delhi, Pearson Education.

Reference Books

1. Newstrom, J.W. (2007), "*Organizational Behavior-Human Behavior at Work*", 12th Edition, New Delhi, McGraw Hill Education.
2. Pareek, U. and Khanna, S. (2011), "*Understanding Organizational Behavior*", 3rd Edition, New Delhi, Oxford University Press.
3. Parikh, M. and Gupta, R. (2010), "*Organizational Behavior*", 1st Edition, New Delhi, McGraw Hill Education.

Management Science

Course Code: CP106 **Course Credit: 3**

Course Objective

This module aims to introduce students to use quantitative methods and techniques for effective decision–making; model formulation and applications that are used in solving management problems.

Course Content

Introduction: Concept, Model building for business decisions, Concepts of a model, Classification of a model, General Methods for solving models.

Linear Programming: Formulation, Geometric method, Simplex method, M'Charnes method, Concept of duality, multiple optimal solution, Duality theory – formulation of large LPP – interpretation. Post Optimality Analysis.

Transportation Problem: Nature and scope – Optimal solution – North West Corner rule – Matrix minima method – VOGEL's Approximation Method (VAM) – Test for optimality – Modified Distribution Method (MODI) - Unbalanced transportation problems, Transportation problem as LPP, Methods of solutions, variations. Assignment Problem: Mathematical statement, Solution methods, variations.

Game Theory: Two people zero sum game, pure strategies and saddle point, mixed strategies and solution methods.

Queuing Theory: Components, Description of queuing model, Single channel models, Performance measures, Cost behavior analysis.

Decision Theory: Concept of decision theory, Types of decision-making environment, Decision tree analysis.

Sequencing: Flow shop sequencing problems, Markov Process, Job shop sequencing problems, Processing 'n' jobs through 2 and 3 machines.

Network Analysis: Rules for drawing the network diagram, Applications of CPM and PERT, Techniques in project planning and control, Crashing of operations.

Simulation: Steps involved in simulation, Monte Carlo simulation, Simulation of queuing and inventory.

Text Books

1. Anderson, D.R., Sweeney, D.J. and Williams, T.A. (2008), "*An Introduction to Management Science*", 11th Edition, New Delhi: Cengage Learning.
2. Sharma, J.K. (2009), "*Operations research: Theory and Applications*", 4th Edition, New Delhi: Macmillan.
3. Vohra, N.D. (2010), "*Quantitative Techniques in Management*", 4th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Balakrishnan, N. (2014), "*Managerial Decision Modeling with Spreadsheets*", 3rd Edition, New Delhi: Pearson Education.
2. Hillier, F.S. and Liebermann, G.J. (2006), "*Introduction to Operations Research*", 8th Edition, New Delhi: McGraw Hill Education.
3. Pai, P.P., "*Operations Research - Principles and Practice*", New Delhi: Oxford Higher Education.
4. Taha, H.A. (2007), "*Operations Research: An Introduction*", 8th Edition, New Delhi: Pearson Education.

Marketing Management-I

Course Code: CP107 **Course Credit: 3**

Course Objective

Marketing is one of the core processes in the success, growth and long-term performance of any corporate enterprise. Business model of most of the proactive enterprises throughout the world are revolving around marketing in general and consumer in particular. Over the period of time, concepts and dimensions of marketing have evolved from product-centric and insight-out approach to customer-centric and outside-in approach. This metamorphosis change in philosophy of corporate enterprises is largely due to sea change in the market scenario generally attributed as new economy.

Course Content

Overview of Contemporary Marketing: Evolution of marketing; Issues and challenges of new economy; Transition from conventional marketing (marketing-mix) model to value based strategic marketing framework; Strategic marketing Planning & its dimensions

Understanding Consumer Behavior & their Value Drivers (Value Exploration): Understanding consumer; Consumer purchase decision-making process; Factors affecting consumer behavior; Consumer Value, dimensions and drivers for purchase decisions; Consumer value models, Consumer life-time value

Marketing Environmental Assessment (Value Definition): Concepts, characteristics, Impact and dimensions of marketing environment; Analyzing and scanning macro & micro marketing environment; Analyzing and scanning of Internal marketing environment (resources), Marketing environment appraisal tools for value definition (SWOT analysis, Porter 5 Forces Model and PEST analysis); Nature and functions of marketing information system & marketing research in value exploration and definition

Market Segmentation, Targeting & Positioning (Value Proposition): Concept and dimensions of value proposition; Value proposition and consumer value models; Nature, concept and need of market segmentation, Bases for segmentation; Target market selection strategies; Positioning strategies

Product (Value Creation & Offering): Value creation through marketing strategy; Product as core of value; Service as a means of value; Brand as a value addition; Why products fail? Meaning, dimensions and classification of products, product mix, Product line strategies, Concept of new product, New product development process, Product life cycle

Text Books

1. Baines, P., Fill, C. and Page, K. (2015), "*Marketing*", Asian Edition, New Delhi: Oxford University Press.
2. Etzel, M.J., Walker, B.J., Stanton, W.J. and Pandit, A. (2009), "*Marketing Concepts and Cases*", 14th edition, New Delhi: McGraw-Hill Education.
3. Kotler, P. and Keller, K.L. (2016), "*Marketing Management*", 15th Edition, New Delhi: Pearson Education.

Reference Books

1. Grewal, D. and Levi, M. *"Marketing,"* 5th Edition, Chennai: McGraw Hill Education.
2. Kotler, P., Jain, D.C. and Measincee, S. (2002), "*Marketing Moves: A New Approach to Profit Growth and Renewal*", Boston: Harvard Business School Press.
3. Kumar, N. (2004), "Marketing As Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation", Boston: Harvard Business School Press.
4. Ramaswamy, V.S. and Namakumari, S. (2013), "*Marketing Management: A Strategic Approach*," 5th Edition, New Delhi: McGraw Hill Education.

FIRST YEAR
SPRING
SEMESTER - II

Business Research Methods

Course Code: CP201 **Course Credit: 3**

Course Objective

This course is designed to provide students with the necessary skills and knowledge to determine the information necessary to address an identified research problem (basic or applied) and, using this understanding, develop and use an actionable research proposal. The students will gain an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem.

Course Content

Introduction to Business Research: Nature of business research, Business research process, Ethics in business research, recent trends.

Research Designs: Introduction and classification, Exploratory research, Descriptive research, Causal research.

Measurement and Scaling: Primary scales of measurement, Comparative scaling Techniques, Non-Comparative scaling techniques and Scale evaluation.

Data Collection & Preparation: Primary data, Secondary data, Questionnaire and form design, Objectives, Design process.

Sampling: Sampling design process, Classification of sampling techniques, Sample size determination.

Data Analysis: Hypothesis meaning, Sources types - Parametric and non-parametric tests, Parametric test, T test, F Test and Z test, Non Parametric Test - U Test, Kruskal Wallis, Sign test, Discriminant analysis, Factor and cluster analysis.

Report Writing & Presentation: Significance, Report writing- Steps, Layout, Presentation - Executive summary, Precautions, Norms for using tables, Charts and diagrams – Appendix, Index and Bibliography.

Text Books

1. Bajpai, N. (2017), "*Business Research Methods*", 2nd Edition, New Delhi: Pearson Education.
2. Mishra, P. (2015), "*Business Research Methods*", New Delhi: Oxford University Press.

Reference Books

1. Bryman,A. and Bell, E. (2015), "*Business Research Methods*",4th Edition, New Delhi: Oxford University Press.
2. Cooper, D. R., Schindler, P.S., Sharma, J.K. (2015), "*Business Research Methods*", 11th Edition, New Delhi: McGraw Hill Education.
3. Saunders, M., Lewis, P. and Thornhill, A. (2009), "*Research Methods for Business Students*", 5th Edition, New Delhi: Pearson Education.
4. Zikmund, W.G, (2009), "*Business Research Method*", 7th Edition, New Delhi: Cengage Learning.

Marketing Management-II

Course Code: CP202 **Course Credit: 3**

Course Objective

This course is the extension to Marketing management-I course. Marketing is one of the major and most important functional areas of management. Marketing holds the key to the survival and success of any business organization. Both individual and organizational customers are using various marketing strategies to garner higher market share and move ahead of their competitors. The field of marketing has been changing over the years incorporating newer and more advanced concepts and theories. The role of marketing as a game-changer is reinforced by its emphasis on the customer. Customer is not only the 'King' but the Emperor' today, whose expectation are not only changing but also increasing significantly. That is why, apart from superior value creation and offering, firms need to have adequate strategies for capturing, communicating and real-time delivery of value for bringing and nurturing long-term relationships with valued customers and consumers.

Course Content

Introduction and recapitulation of Marketing Management-I course content

Price (Capturing Value): Nature and dimensions of price; Price as a basis of value maximization; Factors influencing Pricing decision; Pricing methods and strategies; Dynamic pricing and value addition, Distribution (Value Delivery): Availability vs delivery, Growing strategic value of delivery, Designing channel structure and value network; Marketing channel institutions; Modern retail formats; Overview of Internet-based distribution systems; e-tailing; Multiple channel system (MCS); Concept and dimensions of logistics in delivery; Critical role of logistics in value creation and delivery, Integrated Marketing Communication (Communicating Value): Value of information to consumer and its role in consumer purchase decision; Concept and elements of Integrated Marketing Communication (IMC); Contemporary trends in designing and managing IMC Strategy; Digital campaigning; IMC Budget allocation and estimation; Personal Selling and Sales Management and its value addition role in facilitating and assisting consumers in their purchase decisions Relationship Marketing (Valued Relationships): Nature, concept and significance of relationships marketing; Consumer relationship management; Partner relationship management, Marketing Performance Assessment (Value Evaluation): Strategic significance of marketing performance evaluation; Performance evaluation tools (Sales volume, market share, marketing cost analysis, Return of marketing investment, Consumer and partner relationship status and frequency of conflicts; Customer value maximization)

Text Books

1. Etzel, M.J., Walker, B.J., Stanton, W.J. and Pandit, A. (2009), "*Marketing Concepts and Cases*", 14th edition, New Delhi: McGraw Hill Education.
2. Kotler, P. and Keller, K.L. (2016), "*Marketing Management*", 15th Edition, New Delhi: Pearson Education.

Reference Books

1. Grewal, D. and Levi, M. "*Marketing*", 5th Edition, Chennai: McGraw-Hill Education.
2. Kotler, P., Jain, D.C. and Measincee, S. (2002), "*Marketing Moves: A New Approach to Profit Growth and Renewal*", Boston: Harvard Business School Press.
3. Kumar, N. (2004), "*Marketing As Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation*", Boston: Harvard Business School Press.
4. Ramaswamy, V.S. and Namakumari, S. (2013), "*Marketing Management: A Strategic Approach*", 5th Edition, New Delhi: McGraw Hill Education.

Financial Management

Course Code: CP203 **Course Credit: 3**

Course Objective

The objective of this course is to develop a foundation of financial management concepts. This will enable the students to understand how corporations make investment & financing decisions. This course will help the students in understanding both the theoretical and practical role of financial management in business corporations.

Course Content

Introduction to Finance: Financial markets, Financial institutions, Financial services, Financial instruments, Functions and goals of finance.

Financial Management: Nature, Scope, and Objectives of financial management, Time value of money, Risk and return.

Capital Structure and Cost of Capital: Capital structure and leverage, Optimum capital structure, Measurement of specific costs, Computation of overall cost of capital

Financing Decision: Long-term financing, Short-term financing, Term financing, Venture capital, Basics of lease financing

Capital Budgeting: Principles, Techniques, Measurement and evaluation, Case study problems.

Working Capital Management: Planning of working capital, Working capital financing and Inventory management

Financial derivatives: Options, Futures, Forwards, Warrants, Hedging using derivatives

Dividend Policy Decision: Dividend and valuation, Determinants of dividend policy

Behavioral Finance Investment Decision Cycle: Judgment under uncertainty, Utility/ Preference functions, Expected Utility Theory [EUT].

Text Books

1. Horne, V. (2008), "*Fundamentals of Financial Management*", 12th Edition, New Delhi: Pearson Education.
2. Lawerence, J.G., and Zutter, C.J. (2015), "*Principles of Managerial Finance*", 14th Edition, New Delhi: Pearson Education.

Reference Books

1. Brigham, E.F. (2014), "*Financial Management Theory and Practice*", 14th Edition, New Delhi: Cengage Learning.
2. Chandra, P. (2008), "*Financial Management*", 7th Edition, New Delhi: McGraw Hill Education.
3. Khan, M.Y. and Jain, P.K. (2005), "*Basic Financial Management*", 2nd Edition, New Delhi: McGraw Hill Education.
4. Pandey, I.M. (2008), "*Financial Management"*, 10th Edition, New Delhi: Vikas Publishing House.

Human Resource Management

Course Code: CP204 **Course Credit: 3**

Course Objective

This course will help students to learn the basic concepts and frameworks of human resource management (HRM), and understand the role that HRM has to play in effective business administration. This course will also discuss how these elements relate to the various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, placement, evaluation, compensation, development etc) and organizational culture. Participants will also look at various emerging trends, numerous problems of HRM and their causes, and action plans to be implemented to solve these problems with the help of case studies.

Course Content

Meaning, Nature, Scope and functional area of HRM, Approaches to HRM- soft hard, Strategic HRM, Managing HR Function: Organizing the HR Unit, Line and Staff Relationship, Policies and Procedures, Planning HR activities, Controlling HR Function, Concept of HRP, Objective, HRP Process, Strategic role of HRP Job Analysis, Job Description, Job Specification and Job Design

Recruitment: sources/ Methods, Selection - Steps in selection procedures, Interview (Structured/ Non-structured), Induction and Placement.

Training and Development: Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring, management development programs; Training process outsourcing, Career management and Talent Management. Nature, objectives and process; Performance management; Methods of performance appraisal; Potential appraisal; Employee counseling, Concept and policies, Base and supplementary compensation; Individual, group and organization incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Job evaluation. Employee health and safety; Employee welfare; Social security measures, Employer-employee relations- An overview; Grievance handling and redressal, Industrial disputes: Causes and settlement machineries, Trade Union- Nature, Trade Union Movement in India, Strategic choices before managers and unions and managing unions.

Virtual Organizations and role of HR, Managing Employee Downsizing, Employee Empowerment and Worker's Participation in Management, Changing Role of HR in Global Scenario

Text Books

1. Ashwathappa, K. (2015), "*Human Resource Management*", 7th Edition, New Delhi: McGraw Hill Education.
2. Dessler, G. and Varkkey, B. (2017), "*Human Resource Management*", 15th Edition, New Delhi, Pearson Education.

Reference Books

1. Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M. (2009), "*Human Resource Management*", 5th Edition, New Delhi: McGraw Hill Education.
2. Mondy, A.W. and Noe, R.M. (2016), "*Human Resource Management*", 14th Edition, New Delhi, Pearson Education.
3. Banfield, P. and Kay, R. (2009) "*Introduction to Human Resource Management*", New Delhi: Oxford University Press.
4. Snell, S.A., Bohlander, G.W., Vohra, V. (2010), "*Human Resource Management*", 1st Edition, New Delhi: Cengage Learning.

Operations Management

Course Code: CP205 **Course Credit: 3**

Course Objective

Operations management exists in diverse types of functions, industries, organizations, and management jobs. Operations managers range from first-level supervisors to senior vice-presidents, who use a variety of resources to systematically plan, design, manage, and improve systems that effectively accomplish the operations task. The challenge for operations managers is to produce products and deliver services in a way that is compatible with the business strategy of the company.

Course Content

Understanding Operations, Introduction: The Field of Operations Management, Production Systems, OM in the Organizational Chart, Operations as Service, Historical Development of OM, Current Issues in Operations Management. Operations Strategy: Operations Strategy, Operations Competitive Dimensions, The Corporate Strategy Design Process, Strategic Fit-Fitting Operational Activities to Strategy, Productivity Measurement. Supply Network Management: Designing and managing supply networks, The design of services and products, Process Design, Process Analysis, Location, Layout and flow, The Product Design Process, Designing for the Customer, Designing Products for Manufacture and Assembly, Process Selection, Manufacturing Process Flow Design, Measuring Product Development Performance, Service Encounters, Structuring the Service Encounter, Service-System Design Matrix, Managing Capacity, Managing Demand, Inventory Management, Quality Management & Control: Quality Concept, Costs, Tools, Statistical Process Control, Process Capability, Operations Strategy, Lean Synchronization, : Process Analysis – Process utilization and capacity, impact of variability, Understanding Supply Chain Management, Quality Management & Control: Quality Concept, Costs, Tools, JIT and Lean Production , Performance Management System, Design of Operating Systems, Managing Projects, Linking Behavior to Operations, Linking Finance to Operations.

Text Books

1. Chase, R.B., Shankar, R. and Jacobs, F.R. (2015), "*Operations and Supply Chain Management*", 14th Edition, New Delhi: McGraw Hill Education.
2. Heizer, J. and Render, B. (2015), "*Operations Management: Sustainability and Supply Chain Management*", 11th Edition, New Delhi: Pearson Education.
3. Russel, R.S. and Taylor, B.W. (2012), "*Operations and Supply Chain Management*", 8th Edition, New Delhi: John Wiley and Sons.
4. Stevenson, W.J. (2007), "*Production and Operations Management*", New Delhi: McGraw Hill Education.

Reference Books

1. Bedi, K. (2013), "*Production and Operations Management*", 3rd Edition, New Delhi: Oxford University Press.
2. Buffa, E.S. and Sarin, R.K. (2008), "*Modern Production/Operations Management*", New Delhi: John Wiley and Sons.
3. Chary, S.N. (2015), "*Production and Operations Management*", 5th Edition, New Delhi: McGraw Hill Education.
4. Jay, H. and Barry, R. (2011), "*Operations Management*", New Delhi: Pearson Education.
5. Lee, K.J. and Larry, R.P. (2002), "*Operations Management, Processes and Value Chains*", New Delhi: Pearson Education.
6. Stevenson, W.J. (2007), "*Production and Operations Management*", New Delhi: McGraw Hill Education.

Macroeconomics

Course Code: CP206 **Course Credit: 3**

Course Objective

This course focuses on the basic tools of macroeconomics and applies them to real world economic policies. The objective of the course is for students to understand how to evaluate macroeconomic conditions such as unemployment, inflation, and growth, understand how monetary policy and fiscal policy can be used to influence short-run macroeconomic conditions, understand media accounts of macroeconomic events and the syllabus covers a broad range of topics in macroeconomic policies, fiscal policies, monetary policies in Indian perspectives.

Course Content

Introduction, measurement of national income: product approach, income approach, expenditure approach; measures of aggregate income: concept of gross, net, national, domestic, market prices and factor costs, concept of value added; methodology of estimation of national income in India; GDP deflator, consumer and producer price index. Classical macroeconomics; Say's law, equilibrium output and employment, New classical models of output determination, Keynes model of income determination, Consumption function: average and marginal propensity to consume, consumption hypothesis; permanent income hypothesis, relative income hypothesis, life cycle hypothesis. Savings and investment; business fixed investment, residential investment, inventory investment, saving and investment functions, determination of interest rates, multiplier concept, acceleration principle and its implications, business cycles; meaning and phases of the business cycle, interaction of multiplier and accelerator; Business cycles; Introduction to economic fluctuations: time horizons in macroeconomics, aggregate demand, aggregate supply, stabilization policy. Aggregate demand in the open economy, exchange rate: determination, flexible and fixed exchange rate system, monitory and fiscal policy in flexible and fixed exchange rate system. Inflation and its effects; effect on distribution of income and wealth, effect on output, employment and growth, causes and types of inflation; demand pull inflation, cost push inflation, structural inflation, policies to control inflation, tradeoff between inflation and unemployment, Philips curve: adaptive and rational expectations.

Central banking and monetary controls; functions of a central bank; monetary policy: objectives of monetary policy, policy making process, implications of targeting monetary aggregates and interest rate.

Text Books

1. Ahuja, H.L. (2017), "*Macroeconomics Theory and Policy*", 20th Edition, New Delhi: S. Chand and Company.
2. Colander, D. (2017), "*Macroeconomics*", 19th Edition, Chennai: McGraw Hill Education.
3. Gordon, R.J. (2015), "*Macroeconomics*", 12th Edition, Noida: Pearson Education.
4. Salvatore, D. (2014), "*International Economics*", Singapore: John Wiley and Sons.

Reference Books

1. Andrew, B.A. and Bernanke, B.S. (2015), "*Macroeconomics*", New Delhi: Pearson Education.
2. Burda, M. and Wyplosz, C. (2013), "*Macroeconomics*", 6th Edition, New Delhi: Oxford University Press.
3. Lipsey, R.G. and Chrystal, A. (2014), "*An introduction to positive Economics*", 13th Edition, UK: Oxford University Press.
4. Sullivan, O., Sheffrin, S. and Perez, S. (2017), "*Macroeconomics Principles Applications and Tools*", 9th Edition, New Delhi: Pearson Education.

Strategic Management

Course Code: CP207 **Course Credit: 3**

Course Objective

This course is offered as a main course in the second semester. The course gives participants a general management perspective and facilitates understanding of the concept of strategy, strategic process and its impact on functional, divisional and corporate levels.

Course Content

Conceptual Nature and Scope - Definitions of various strategic terms – Strategy, Corporate Strategy, Business Strategy, Operational Strategy Competitive Advantage and generic building blocks, Sustainable Competitive Advantage, Resources, Capabilities, Resource Based View of the Organization, core competency, distinctive competency, Mission, Visions, Goals, Objectives, Business Model Strategy Making Process: cursory concepts.

External Analysis: Strategic Groups, Competitor Analysis: Porter's FFF, EFE (External Factor Analysis) Industry Life Cycle, PESTLED, CPM Matrix (Competitive Profile) Matrix Internal Analysis: Value Chain Concept and Analysis, IFE (Internal Factor Evaluation) Matrix SWOT, TOWS matrix, SPACE matrix.

Competitive positioning and the business model, Competitive positioning and business-level strategy, Competitive positioning: Generic business level strategies, Dynamics of competitive positioning. Strategies in fragmented, embryonic, growth industries, Navigating through life cycle to maturity, Strategy in mature and declining industries, Game Theory Corporate-level Strategy: Horizontal and Vertical Integration, Cooperative Relationships, Strategic Outsourcing, Related and Unrelated Diversification Strategy in the Global Environment: Porter's Diamond, Profitability and profit growth through global expansion, Cost reduction and local responsiveness pressures, choosing a global strategy, Basic entry decisions, Global strategic alliances, Mergers and Acquisitions Strategic Change and Turnaround Strategy: Change Management, Turnaround Strategy. Implementing Strategy through Organizational Design: Controls, Structure, Culture; Building Distinctive Competencies at the functional level implementing strategy in companies operating in single industry, across industries and countries Strategic Audit; Strategy Review, Evaluation and Control – Balanced Score Card.

Text Books

1. Barney, J.A. and Hesterly, W.S. (2010), "*Strategic Management and Competitive Advantage*", 5th Edition, New Delhi: Pearson Education.
2. Pearce, J.A. II, Robinson, R.B. and Mittal, A. (2016), "*Strategic Management: Formulation, Implementation and Control*", 12th Edition, New Delhi: McGraw Hill Education.
3. Thompson, A.A. Jr., Peteraf, M.A., Gamble, J.E., Strickland, A.J. III and Jain, A.K. (2015), "*Crafting and Executing Strategy: The Quest for Competitive Advantage*", 19th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Dess, G.G., Lumpkin, G.T., Eisner, A.B., McNamara, G. and Kim, B. (2013), "*Strategic Management: Creating Competitive Advantages*", 6th Edition, New Delhi: McGraw Hill Education.
2. Hill, C.W.L., Schilling, M.A. and Jones, G.R. (2017), "*Strategic Management Theory: An Integrated Approach*", 12th Edition, New Delhi: Cengage Learning.
3. Hitt, M.A., Ireland, R.D., Hoskisson, R.E. and Manikutty, S. (2012), "*Strategic Management: A South Asian Perspective*", 9th Edition, New Delhi: Cengage Learning.

IT Tools for Managers

Course Code: CP208 **Course Credit: 3**

Course Objective

In an increasingly complex world, information technology thinking, understanding, and skill are more important than ever. In this course participants are introduced to the fundamental concepts and with skills for proficiency in information system. The objective is to present the data in a more meaningful way, which allows simpler interpretation of the information and data.

Course Content

Introduction to IT tools and MIS, Systems, data and information and knowledge, Importance of IT tools like spreadsheet, MS-Excel, and MIS in the competitive business environment. Introduction to Information Systems Technology, Basic Excel skills, Using Excel functions and developing Spread Sheep Models. Art of developing Spread sheet models – Guidelines to develop an adequate spread sheet model. Database Management System, Networking, Systems and Application Software, IT's people view, empowering people through information, managing change – the Indian paradigm. managing the digital divide, big data. Decision Making and Types of information systems, Management information systems, transactions processing systems, decisions support systems, expert systems, office automation systems and knowledge-based systems, Structured decision making, unstructured decision making and semi structured decision making, Information Systems Analysis & Design, Stages of SDLC, Feasibility study, systems study and systems design, Resource utilization, implementation, audit, operation, maintenance and modification, Functional Information Systems, Marketing, Finance, HR, Production/Operations information systems, Enterprise Resource Planning, Process Mapping, Implementation Management.

Text Books

1. Albright, C.S., Winston, W.L. and Zappe, C. J (2009), "*Decision Making Using Microsoft Excel*", New Delhi: Cengage Learning.
2. Efraim, T., Dorothy, L., Ephraim, M., and James, W. (2010), "*Information Technology for Management: Transforming Organizations in the Digital Economy*", 7th Edition, New Delhi: John Wiley and Sons.

Reference Books

1. O'Brien, J.A. (2010), "*Management Information Systems: Managing Information Technology in the Business Enterprise*", 7th Edition, New Delhi: McGraw Hill Education.
2. Stair, R. (2008), "*Principles of Information System*", New Delhi: Cengage Learning.
3. Williams, B.K. and Sawyer, S.C. (2012), "*Latest Complete Version Using Information Technology: A Practical Introduction to Computers and Communications*", New Delhi: McGraw Hill Education.

SECOND YEAR
AUTUMN
SEMESTER - III

Business Analytics

Course Code: CP301 **Course Credit: 3**

Course Objective

The course objective is to provide in-depth knowledge of handling data and business analytics tools that can be used for fact-based decision-making.

Course Content

Foundations of Business Analytics: - Introduction to Business Analytics, Analytics on Spreadsheets.

Descriptive Analytics: - Visualizing and Exploring Data, Descriptive Statistical Measures. Predictive Analytics: - Trend lines and Regression Analysis, Forecasting Techniques, Introduction to Data Mining, Visualization, exploration and extracting data summary statistics and their interpretation, important parametric and non-parametric tests for single, two and multiple group comparison.

Prescriptive Analytics: - Linear Optimization, Applications of Linear Optimization. Statistical forecasting techniques, Decomposition model – Estimation of trend, seasonality and cyclical components. Regression based forecasting with trend and seasonality components, Smoothing models for forecasting – moving average, exponential smoothing methods for stationary and non-stationary time series.

The Art of Data Analytics: - R programming as a tool for analytics; Some common analytical tasks; Using R databases and business intelligence systems; Data visualization and exploration; Clustering, segmentation and classification in big data; Simple regression models; Multiple regression; Regression Modelling – fitting, model fit measures, hypothesis testing, prediction and validating model assumptions by residual analysis. Regression model building – Stepwise, forward selection, backward elimination and optimum sub set methods. ROC curves; Logistic regression models; Risk models; High-dimensional regression models; Decision tree and neural network; Association rules for market basket analytics; Data export and output; Optimizing R code.

Decision making with uncertain information, Decision strategies for a minimize objective. Decision strategies for a maximize objective. Risk and variability, Expected value strategy. Decision Tress, Building a decision tree using Excel Tree plan add in. Decision Tree and Monte Carlo simulation. Decision trees and risk. Sensitivity analysis in Decision trees. Value of information. Baye's Rule. Utility and Decision making.

Text Books

1. Evans, J.R. (2017), "*Business Analytics*", 2nd Edition, New Delhi: Pearson Education.
2. Kuruganti, S. nd Basu, H. (2015), "*Business Analytics: Applications to Consumer Marketing*", New Delhi: McGraw Hill Education.
3. Lander, J.P. (2014), "*R for Everyone*", 1st Edition, New Delhi: Pearson Education.

Reference Books

1. Albright, S.C. and Winston, W.L. (2015), "*Business Analytics: Data Analysis & Decision Making*", 5th Edition, New Delhi: Cengage Learning.
2. Camm, J.D. (2015), "*Essentials of Business Analytics*", 1st Edition, New Delhi: Cengage Learning.
3. Prasad, R.N., and Acharya, S. (2015) "*Fundamentals of Business Analytics*", 2nd Edition, New Delhi: John Wiley and Sons.
4. Raj, S. (2015), "*Business Analytics*", 1st Edition, New Delhi: Cengage Learning.

International Economics and Business

Course Code: CP302 **Course Credit: 3**

Course Objective

The basic objective of this course is to develop the capacity of the students to understand the contemporary changes taking place in the International business environment. To achieve this objective the students will be familiarized to develop, extend, and improve the ability to plan and act strategically in an international business environment; to strengthen analytical and decision-making skills in the other functional areas of management in order to become an effective leader in international trade and business.

Course Content

Theories and current practices of international trade; Liberalization: Tariff and Non-tariff barriers; Political Economy of International Trade: Journey from GATT to WTO & beyond; Recent Trends of International Trade and business; Globalization & International Business & forces, Driving the process of Globalization. Real Merchandise Trade and Output Developments, Nominal Trade Developments. Regional Blocks: Regional Integration Agreement (RIAs) and Trade – Economic Effects of RIAs; Trade Creation and Diversion and the Types of RIA; The Proliferation of Regional Preference Systems; India's Regional Integration Agreements; Regional Integration Agreements and Foreign Investment; Making Regionalism Complimentary to Multilateralism: Building Blocks versus Stumbling Blocks. Entry strategy and strategic alliances International Production: An Interdisciplinary Approach; Global Trends in Inter-national Production; Trade in Services: Opportunities and Constraints; Internationalization of Service Firms; Operation Management in International Companies; Global Competitiveness; Internationalization of Technological Innovations; Designing Global Organizational Structure and Control; Global Knowledge Management; Globalization and Human Resource Developments; Multicultural Management; International Marketing; Export Management. India's Foreign Trade; Policy and Trends; Financing on International Trade; Licensing; Joint Ventures; International Capital Flows: Political economy of foreign Direct Investment (FDI) with reference to India ; Global FDI Patterns; FDI Distribution by Regions; Sectoral Analysis of FDI. Foreign Portfolio Investment (FPI), Sovereign Wealth Funds (SWFs); Cross border Mergers and Acquisitions; International Banking and Eurocurrency Market; Strategic Issues in International Management; Global e-business; Balance of Payments; International Monetary Systems; Forex Markets and Risk Management; Corporate Governance; Business Ethics; Corporate Social Responsibility; World Economic Growth and the Environmental Issues; Country Risk Analysis;

Text Books

1. Joshi, R.M. (2009), "*International Business"*, New Delhi: Oxford University Press.
2. Krugman, P.R. and Obstfeld, M. (2015), *"International Economics: Theory and Policy"*, Chennai: Pearson Education.
3. Salvatore, D. (2014), "*International Economics: Trade and Finance"*, ISV: Trade and Finance, 11th Edition, John Wiley and Sons.

Reference Books

1. Daniels, J.D. and Radebaugh, L.H. (2013), *"International Business: Environments & Operations"*, 14th Edition, New Delhi: Pearson Education.
2. Hill, W.L.C. and Jain, A.K. (2008), *"International Business: Competing in the Global Marketplace"*, New Delhi: McGraw Hill Education.
3. Mead, R. (2004), *"International Management: Cross Cultural Dimensions"*, 3rd Edition, New York: John Wiley and Sons.

Supply Chain Management

Course Code: CP303 **Course Credit: 3**

Course Objective

In real terms, competition is no more between products and firms but in fact, it is between supply chain architectures of firms. In other word, supply chain has become a critical strategic weapon to outperform in fiercely global competitive market scenario. Most of the dynamic and forward looking firms from manufacturing sectors all across the world like Dell, Wal-Mart, Procter & Gamble, etc. have articulated their business model around best practices of supply chain management strategically and became capable of reaping its benefits in terms of delivery of superior value to their customers than rivals and have superior return on assets. They have truly become market leaders primarily based on their contemporary and forward thinking on strategic supply chain capabilities whereas followers are still at phases of functional and / or operational benefits. Taking into consideration above facts, this course is designed to address contemporary and strategic perspectives of supply chain in holistic manner which is cross functional in nature and a judicious synchronization of key functional areas of business including strategy, marketing, operation, and information technology directly and finance in terms of output followed by an in-depth understanding of Global Best Practices.

Course Content

Introduction and Strategic Perspectives: Nature and concept of supply chain management; Supply chain linkages, Contemporary issues and challenges of business and supply chain management; Value chain and SCM; Supply chain competency; SCM and differential advantage

Supply Chain Strategic Foundation: Customer value, Customer services and channel strategy; Demand forecasting and management

Supply Chain Strategic Options: Operations strategies (make-to-stock, make-to-order, engineer-to-order; make-and-sell and sense-and-respond framework); Procurement strategies; Sourcing and vendor management strategies; Logistics services outsourcing strategies Supply Chain Strategic Implementation: Value of information, Bullwhip effect and order management; Inventory management; Transportation management; Warehousing management

Supply Chain Strategic Output: Supply chain integration; IT enabled supply chain network, process Supply chain relationships; Supply chain performance scorecard.

Text Books

1. Agrawal, D.K. (2017), *"Supply Chain Management: Strategy, Cases and Best Practices,"* 2nd Edition, New Delhi: Cengage Learning.
2. Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E. and Shankar, R. (2007), *"Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies,"* 3rd Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Chopra, S. and Meindl, P. (2016) *"Supply Chain Management,"* 6th Edition, New Delhi: Pearson Education.
2. Weele, A.J.V. (2014) *"Purchasing and Supply Chain Management: Analysis, Planning And Practice"* 6th Edition, New Delhi: Cengage Learning.

Business Simulation

Course Code: CP304 **Course Credit: 3**

Course Objective

This course combines a case study discussion approach to illustrate general management, strategic management and decision making in business with a hands-on business simulation exercise designed to challenge teams via competitive decision making and management of tradeoffs in a simulated competitive business industry environment.

Course Content

The Capstone Business Simulation, used by more than 100 business schools world-wide including Wharton and Harvard use business simulation as part of the MBA program, will be integrated into the course lectures and discussions (judicious blend of offline and online) and will give students the opportunity to work as teams in making important tradeoffs and decisions regarding marketing, operations, product decision, human resources, logistics, and finance issues in a simulated business environment.

Participants are expected to engage in case analysis and team projects for analysis and discussion of business decisions, issues, and strategic management tradeoffs. The objective is to develop a broad perspective in managerial decisions and an appreciation of economic and social factors that drive modern global organizations. The course consists of a combination of lectures, readings and case studies. Participants are expected to apply concepts and techniques garnered during the course in tackling case study preparation and discussion, team decision making and analysis, and in completing the final examination. Participation in case discussions is a vital element of the course, and will be an important component of the overall performance in the course.

Text Books

1. Law, A.M. (2007), "*Simulation Modelling and Analysis*", 4th Edition, New Delhi: McGraw Hill Education.
2. Law, A.M. and Kelton, W.D. (2014), "Simulation Modeling and Analysis", 5th Edition, New York: McGraw Hill Education.

Reference Books

1. House, W.C. (1977), "*Business Simulation for Decision Making*", California: PBI.
2. Kuruganti, S. nd Basu, H. (2015), "*Business Analytics: Applications to Consumer Marketing*", New Delhi: McGraw Hill Education.
3. Laguna, M. and Marklund, J. (2005), "*Business Process Modelling, Simulation and Design*", US: Prentice Hall.
4. Robert, C.P. and Casella, G. (2004), "*Monte Carlo Statistical Methods*", New Jersey: Springer.

Summer Internship Project

Course Code: CP305 **Course Credit: 3**

Course Objective

The summer internship project is designed to engage the participants in a field experience with an opportunity to share their hands on experiences and corporate insights, to explore the links between participants' academic preparation and their field work, and to assist participants in developing and carrying out the summer project which will serve to culminate their corporate internship experience.

Internships are individualized and tailored to the needs and interests of each participant in the program. As part of the internship experience, participants are expected to take an active role in finding an appropriate internship for themselves.

Course Content

Summer internship project is a three credit (full-time) course in which participants must enroll. Participants must maintain a journal of their daily activities and complete a paper analyzing their organizations' mission, structure, accomplishments, and current projects.

The evaluation for this course will be determined as follows:
Summer Internship Project: 75% on report and 25% on Viva.

Statement on Academic Dishonesty

Academic dishonesty is defined to include any form of cheating and /or plagiarism. Cheating includes, but is not limited to, such acts as stealing or altering testing instruments; falsifying the identity of persons for any academic purpose; offering, giving, or receiving unauthorized assistance on an examination, quiz, or other written or oral material in a course; of falsifying information on any type of academic record. Plagiarism is the presentation of written or oral material in a manner which conceals the true source of documentary material, or the presentation of material which uses hypotheses, conclusions, evidence, data, or the like, in a way that the participant appears to have done work which she did not, in fact, do.

Security Analysis and Portfolio Management

Course Code: FM301 **Course Credit: 3**

Course Objective

The basic objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved. The course is designed with a view to acquaint the students with the working of security market and principles of security analysis and to develop the skills required for portfolio management so as to be able to judge the competitive position of firms in capital market and review the related business decisions.

Course Content

Role of Security Markets in Economy, Organization and Mechanics of Indian Security Markets, Various Securities and their Characteristics, Objective of the Security Analysis Functions of an Organized Security Market, Mechanics of Security Trading, Various Types of Security Markets and their Functions, Stock Exchanges, OTCEI, Depository, Role of SEBI with regard to Secondary Markets, The Role and Functions of Various Players and Agencies in the Secondary Market, Risk and Return, Utility Theory, Portfolio Theory, CAPM, APT, Multi-factor Models, Options and Futures, Security Analysis, Fundamental Analysis, Internal Value and Market Value of Various Securities; Internal Value and Market Value of Firm, Pricing of Security (IPOs and Seasoned Equity Open), Financial Statement Analysis, Projecting Earnings under Stable as well as Dynamic Conditions, including Risk and Inflation Factors, The Risk Factors, including Internal Risk, Technical Analysis of Security Pricing, Market Efficiency and Behavioral Finance

Portfolio Management, Portfolio Theory, Portfolio Criteria, Efficient Set, Portfolio Selection and Diversification, The Shape and the Risk Function (including CAPM Model Technical Analysis, Random Walk and Martingale Model), Portfolio Management, Portfolio Objective, Size of Portfolio, Selection Basis and Readjustment, Timings of Disinvestment, Market Microstructure.

Text Books

1. Fischer, D.E. and Jordan, R.J. (2009), "*Security Analysis and Portfolio Management*", 6th Edition, New Delhi: Prentice Hall of India.
2. Prasanna, C. (2102), "*Investment Analysis and Portfolio Management*", 4th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Elton, E.J., Gruber, M.J., Brown, S.J. and Goetzmann, W.N. (2014), "*Modern Portfolio Theory and Investment Analysis*", 9th Edition, US: Wiley.
2. Marcus, A.J., Mohanty, P., Bodie, Z. and Kane, A. (2009), "*Investments*", 8th Edition, New Delhi: McGraw Hill Education.
3. Reilly, F.K. and Brown, K.C. (2011), "*Investment Analysis and Portfolio Management*", 10th Edition, Cengage Learning.

Corporate Finance

Course Code: FM302 **Course Credit: 3**

Course Objective

This course examines important issues in corporate finance from the perspective of financial managers who are responsible for making significant investment and financing decisions. The concept of net present value, suitably adapted to account for taxes, uncertainty, and strategic concerns, is used to analyze how investment and financing decisions interact to affect the value of the firm.The goal of this course is to develop the analytical skills for making corporate investment with regards to financial decisions and risk analysis.

Course Content

Introduction to Corporate Finance: Finance function and the role of financial manager, impact of corporate governance on financial decision making; the goal of the firm, Financial Statement and financial Cash Flows, Financial statement analysis and financial decisions from the statements.

Valuation and Capital Budgeting: The analysis of discounted Cash Flow Valuation, FCFF evaluation criteria, EV and EVA valuation Making Capital Investment decisions, and mechanics of Interest Rates & Bond Valuation, duration, convexity and term structure of financial assets, Stock Valuation, Risk & Return, Capital Asset & Pricing Model, Cost of Capital &Valuation,

Corporate Financing decision: Financial leverages and capital structure policy, Optimum capital structure: concepts, Limit to the use of debt. Long term financing: Leasing, Capital budgeting impact of inflation and taxes, Valuation and Capital Budgeting for the levered firm, Practical problems in capital budgeting, Capital investment decisions, dividend and other payouts.

Capital Restructuring: Merger, acquisitions, Payoutpolicy, Value based Management, Merger and Market for Corporate Control, Corporate Restructuring, Theories of Mergers, Sell-Offs, and Divestitures and Regulations.

Text Books

1. Damodran, A. (2014), "*Applied Corporate Finance*", 4th Edition, New Delhi: John Wiley and Sons.
2. Ross, S.A., Westerfield, R.W., Jaffe, J. and Kakani, R.K. (2015), "*Corporate Finance*", 10th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Berk, J. and DeMarzo, P. (2017), "*Corporate Finance*", 4th Edition, New Delhi: Pearson Education.
2. Brealey, R.A., Myers, S.C., Allen, F. and Mohanty, P. (2014), "*Principles of Corporate Finance*", 11th Edition, New Delhi: McGraw Hill Education.
3. Damodran, A. (2007), "*Corporate Finance: Theory and Practice*", 2nd Edition, New Delhi: John Wiley and Sons.
4. Ross, S.A., Westerfeld, R.W. and Jordan, B.D. (2014), "*Fundamentals of Corporate Finance*", 9th Edition, New Delhi: McGraw Hill Education.

Operations of Banking, Financial Services and Insurance

Course Code: FM303 **Course Credit: 3**

Course Objective

The objective of this course is to nurture the knowledge of operations of BFSI. With the advent of market oriented approach financial sector, mainly banking and Insurance face the challenge to continuously innovate and improve their products and services. This calls for excellence in the performance of operations of BFSI. This course provides detailed understandings of operations' of BFSI. This course designed to assist the students in understanding both the theoretical and practical of operations of BFSI.

Course Content

Introduction to Financials Services: Meaning and concepts of banking, Functions of banks. Study on concepts, purposes and mechanism of Insurance, Principles of insurance, and types of insurance, essential feature of insurance contracts. Credit Management in Banks, Types of credit, Modes of credit delivery– Loan Policy, Monitoring and Review of Loan Portfolio – Management of Non-Performing Assets (NPAs) – Classification of NPAs.

Treasury Management, Objectives of Treasury, structure & Organization, Functions and Responsibility of Treasurer, Cost Centre, Profit Centre, Integrated Treasury, Planning and Control, Liquidity Management CRR/CCIL/RTGS. BASEL Norms - Three pillars of BASEL Norms and Capital for Operational risk, Frame work for risk management, RBI guidelines on risk management , Risk rating and risk pricing , Methods for estimating capital requirements , Credit risk - standardized approach, advanced approach, Credit rating / credit scoring and rating system design. Product development in the life and non-life insurance sectors in India, Insurance Underwriting - need for insurance underwriting, factors that affect the activities performed by the underwriter, steps involved in the process of insurance underwriting.

Factors affecting the insurance claim management system, types of documents needed in various types of claims, meaning of 'Causa Proxima' in insurance claim settlement, Insurance and Risk - significance of insurance and risk, Risk Management Process, role of risk evaluation in the process of insurance product formation, principles of insurance pricing and marketing, Elements in Computation of Life Assurance Premium –Mortality, Interest, Expenses, Level Premium System, Calculation of Age, Steps involved in calculation of premium, tools and techniques used in pricing individual life and health insurance.

Text Books

1. Dorfman, M.S. (2012), "*Introduction to Risk Management and Insurance*", 10th Edition, New Delhi: Prentice Hall of India.
2. Indian Institute of Banking and Finance (2017), "*Theory & Practice of Treasury and Risk Management in Banks*", 2nd Edition, New Delhi: Taxmann Publications.
3. Indian Institute of Banking and Finance (2015), "*Insurance Products (Including pension Products)*", New Delhi: Taxmann Publication

Reference Books

1. Desai, V. (2010), "*Banks and Institutional Management*", New Delhi: Himalaya Publication House.
2. Mishra, K. (2010), "*Fundamentals of Life Insurance: Theories and Applications*", New Delhi: Prentice Hall of India.
3. Paul, J. and Padmalath, S. (2010), "*Management of Banking and Financial Services*", 2nd Edition, Pearson Education.
4. Rejda, G. and McNamara, M. (2013), "*Principles of Risk Management and Insurance*", 12th Edition, New Delhi: Pearson - Prentice Hall.

Organization Development Systems

Course Code: HR301 **Course Credit: 3**

Course Objective

Students will learn how to improve individual, group/team and organizational performance through the use of OD techniques or interventions like group dynamics, training, culture change, and work-life balance.

Course Contents

Introduction: Leading Change – Why transformation efforts fail?

Evolution and relevance of OD: Laboratory training background, Action research and survey feedback background, Participative management background, Productivity and quality of work background.

Nature of Planned Change: Theories of planned change, General model of planned change, Types of planned change, designing intervention.

The OD Process: Entering and contracting, Diagnosing organizations, Diagnosing groups and jobs, Collecting and analyzing diagnostic information, Feedback diagnostic information, Designing Interventions.

Human Process Interventions: Executive coaching, Training and development, Team building, Conflict resolution, Improving interpersonal and intergroup relations.

Techno Structural Interventions: Restructuring organization, Employee involvement, Work designs, Responsibility charting.

Human Resource Management Interventions: Performance management, 360 degree feedback, Leadership development, Diversity management, Mentoring programs, Developing and assisting members.

Strategic Interventions: Environmental framework, Competitive and collaborative strategies, Culture change, Learning and knowledge management.

Special Applications of OD: OD in Global Setting, OD in non-industrial setting, Future directions in OD.

Text Books

1. Bhattacharya, D.K. (2014), "*Organization Change and Development*", 1st Edition, New Delhi: Oxford University Press.
2. Cummings, T.G. and Worley, C.G. (2015), "*Organization Development and Change*", 10th Edition, New Delhi: Cengage Learning.

Reference Books

1. Jim Grieves, (2010), "*Organizational Change - Themes and Issues*", New Delhi: Oxford University Press.
2. French, W.L., Bell, C.H. and Zawacki, R.A. (2015), "*Organization Development and Transformation - Managing Effective Change*", New Delhi: McGraw Hill Education.
3. Krishnamacharyulu, C.S.K. and Ramkrishnan, L. (2014), "*Organization Development*", 1st Edition, New Delhi: Prentice Hall of India.

Talent Management

Course Code: HR302 **Course Credit: 3**

Course Objective

The objective of the course is to make the students realize the challenges of acquisition and retention of talents for the competitive advantage of the organization. Students will develop a conceptual understanding of the management of talents in the competitive environment.

Course Content

Concept, Scope, Models/Approaches, Difference between talents and knowledge, Talent value chain, Elements of talent friendly organizations, Talent management process, Competitive advantage.

Components of TMS, Challenges of TMS, Building blocks of TMS, Role of HR manager, Competency mapping, Process and Methods of competency mapping, Strategic performance appraisal, Designing the TMS.

Talent Planning - Concept, Succession management process, Integrating succession planning and career planning, Designing succession planning program, strategic accountability approach in developing the workforce, balanced scorecard, talent development budget, contingency plan for talent.

Potential identification, Coaching, Mentoring, training and development with talent management, employee retention- motivation and engagement, Return on talent; making outplacement as a part of talent strategy, developing talent management information system Compensation and reward strategies for Effective Talent Management: Introduction, Effective Talent Management, Principles of Compensation Plans, Defining the Elements of Total Rewards, Integrated Rewards Philosophy, Designing Integrated Rewards, Sustainable Talent Management and Reward Model, Strategic Compensation plan for Talent Engagement, Finding the Path for Success

Issues, Challenges, Best Practices: Introduction, Organizational Issues, Talent Management Challenges, Best Practices of Talent Management, Talent Management in India

Text Books

1. Berger, L.A. and Berger, D.R. (2010), "*The Talent Management Hand Book*", 2nd Edition, New Delhi: McGraw Hill Education.
2. Noe, R., Hollenbeck, J., Gerhart, B., and Wright, P. (2008), "*Human Resource Management: Gaining a Competitive Advantage*", 6th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Chowdhary, S. (2009), "*The Talent Era*", 1st Edition, New Delhi: Pearson Education.
2. Shukla, R. (2009), "*Talent Management*", 1st Edition, New Delhi: Global India Publications Pvt. Ltd.
3. Snell, S.A. and Bohlander, G.W. (2012), "*Managing Human Resources*", 16th Edition, New Delhi: Cengage Learning.

Industrial Relations

Course Code: HR303 **Course Credit: 3**

Course Objective

The aim of this course is to make participants conversant regarding conflict management in legal perspective and judicial system pertaining to labor management relations. Participants will be familiar with the various techniques of Industrial Relations and futuristic issues in era of dynamic technological changes. Students will understand the place of industrial relations in society, analyse the effectiveness of the Indian industrial relations system. This course also allows participants to view industrial relations within an international context as well as providing an insight into the workings of the Indian labour market.

Course Content

Definition – Nature - Evolution of IR in India - Context and environment of IR - Three actors and their roles in IR -Approaches to IR and HR Relations - Gandhian approach - Marxian approach and Dunlop's Systems approach. Emerging Trends in IR, Future of IR in India Role of trade unions, Trade union in India, National level federations, Goals and objectives of unions and union leadership, Weaknesses in trade unions, Types of trade unions, Theories of trade unionism, Cross cultural aspects of union management relations, Trade Union Act 1926 - An overview, Union recognition, De –unionization strategies. IR policies: The state and IR policies - Evolution of IR policies - National Commission on Labor and IR policy (1969) - Grievance procedure – discipline - Labor courts - Collective bargaining: concept and development - Industrial unrest in India. Industrial Disputes Act 1947 - Objects Of The Act - Important Definitions: Authorities Under The Act - Causes Of Industrial Disputes - Types Of Industrial Disputes - Prevention Of Industrial Disputes - Reference Of Disputes Settlement - Strikes - Lockouts - Lay Off-Retrenchment - Unfair Labor Practices - Standing Orders - Service Rules –Misconduct - Principles Of Natural Justice - Domestic Enquiry - Remedial Counseling.

Industrial Democracy: Concept and scope of industrial democracy, Worker's participation, Objectives for successful participation, Strategy, Practices, Behavioral science contribution and models, Rationale for participation, Issues in participation, Strategies for making participation work and making participation more effective. Labor legislation in India - Social security and welfare legislations - Concept of social security - ILO and social security -Social security measures in India - Workmen's Compensation Act,1923 - Employees State Insurance Act, 1948 -Employees Provident Fund and (Miscellaneous Provisions) Act, 1952 - Maternity benefit Act,1961,Payment of Gratuity Act 1972, Payment of Bonus Act 1965. International experiences, Emerging trends and Future role of IR.

Text Books

1. Sinha, P.R.N., Sinha I.B. and Shekhar, S.P. (2013), "Industrial Relations: Trade Unions and Labour Legislation", 2nd Edition, New Delhi: Pearson Education.
2. VenkataRatnam, C.S. and Dhal, M. (2017), "*Industrial Relations*", 2nd Edition, New Delhi: Oxford University Press.

References

1. Bray, M., Deery, S., Walsh, J. and Waring, P. (2011), "*Industrial Relations*", 3rd Edition, New Delhi: McGraw Hill Education.
2. Monappa, A., Nambudiri, R. and Selvaraj, P. (2012), "*Industrial Relations and Labour Laws*", 2nd Edition, New Delhi: McGraw Hill Education.
3. Singh, B.D. (2008), "*Industrial Relations and Labour Laws*", 3rd Edition, New Delhi: Excel Books.

Sales and Distribution Management

Course Code: MM301 **Course Credit: 3**

Course Objective

To develop understanding and appreciation of the Sales and Distribution processes in organizations. The course includes the familiarization of concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management. Since the subject has tremendous application in the practical work life, the emphasis will be on assimilating the learning through application of the theoretical inputs on real life cases and situations. Though the study is practical in nature, ability of applying the theoretical construct will be one of the key objectives for learning.

Course Content

Sales Management: Concept; Objectives of Sales Management; Buyer-Seller Dyads; Theories of Selling – AIDAS; Right Set of Circumstances Theory; Buying Formula; Behavioural Equation Theory; Personal Selling – Steps; Changing Face of Personal Selling; Diversity of Personal Selling Situation and Formulating Personal Selling Strategy. Sales Force Management: Sales Job Analysis and Preparation of Written Job Descriptions; Recruiting and Selecting Sales Personnel; Compensating and Motivating Sales Personnel; Sales Meetings and Sales Contests; Controlling the Sales Effort – Using Quotes, Sales Territories; Sales Organization Structures.

Distribution: Concept and growing strategic role of distribution in corporate performance, Distribution channel structure and network, distribution channel institutions (wholesaling and retailing, modern retailing formats), Role and Function of marketing intermediaries; marketing channel relationship, Channel dynamics, Selection and Motivation of Intermediaries; Distribution Analysis; Control and Management; Channel Dynamics – vertical marketing systems; horizontal marketing systems; Omni channel marketing systems, Channel performance evaluation tools,

IT enabled distribution systems (cybermediary, infomediary, disintermediation, reintemediation, and intermediary empowerment, e-tailing): Channel Conflict and their Management.

Logistics Management as a strategic element of distribution management, total cost approach to logistics, customer services, finished goods inventory management, transportation and fleet management, warehousing and order management, IT and logistics management.

Text Books

1. Agrawal, D.K. (2015), "*Distribution and Logistics Management*", New Delhi: Trinity, Lakshmi Publications.
2. Havaldar, K. and Cavale, V. (2006), "*Sales and Distribution Management: Text and Cases*", 2nd Edition, New Delhi: McGraw Hill Education.
3. Johnson F.M., Kurtz, D.L. and Scheuing, E.E. (2008), "*Sales Management: Concepts, Practice, and Cases*", New Delhi: McGraw-Hill Education.
4. Still, R.R., Cundiff, E.W., Norman, A. and Govoni, A.P. (2012), "*Sales Management: Decisions, Strategies and Cases*", New Delhi: Pearson Education.

Reference Books

1. Churchill, F. and Walker, J.T. (2000), "*Sales Force Management*", New Delhi: McGraw Hill Education.
2. Panda, T.K and Sahadev, S. (2016), "*Sales and Distribution Management*", 2nd Edition, New Delhi: Oxford University Press.
3. Stern, W.L., Adel, I.E. and Coughlan, T.A. (2001), "*Marketing Channels*", New Delhi: Prentice Hall of India.

Consumer Behavior

Course Code: MM302 **Course Credit: 3**

Course Objective

This course is offered as a marketing elective in the third semester. It helps students understand the behavior of consumers before and after purchase. The course helps students gain valuable conceptual knowledge of how the concepts of motivation, perception, personality and other behavioral studies influence the consumer in making purchase decisions.

Course Content

Introduction to consumer behavior: Nature and scope and application Segmentation Application of consumer behavior in marketing, Consumer research-Primary and secondary methods-tools used-survey, focus groups, personal interviews, projective techniques.

Individual determinants: Consumer needs and motivation, Theories of personality and their implication for consumer, Behavior Consumer perception and attitude Theories of learning and communication

Consumer decision processes: Problem recognition Search and evaluation Purchasing processes and post purchase behavior Opinion leadership and its dynamics, Modeling consumer behavior: Economic model-psychoanalytical model, sociological model, Howard Seth model-Nicosia model-Engel Blackwell model, VALS2. Consumers in their social and cultural settings: Group dynamics Reference groups and consumer behavior Influence of family and social class Influence of cultural and cross-cultural aspects of consumer behavior, Motivation – needs - goals- dynamic characteristics of motivation – consumer imagery and perceived risk, hard core behavioral perspective-social learning perspective-cognitive approach-biological approach-rational expectations psychoanalytical perspective-Maslow's hierarchy of needs- Properties of motivation- Three main types of conflicts- Attitudes-definition beliefs- affect behavioral intention-attitude changing strategies- Elaboration Likelihood model and celebrity endorsements.

Consumption and post purchase behavior: Consumer satisfaction concept, cognitive dissonance, consumer delight, Consumer Value, Consumer Value Delivery Strategies, Competitive advantage through customer value Information – Customer value determination process – Measuring customer satisfaction

Text Books

1. Hawkins, D.I., Motherbaugh, D.L. and Mookerjee, A. (2014), "*Consumer Behavior: Building Marketing Strategy*", New Delhi: McGraw Hill Education.
2. Loudon, D.L. and Bitta, A.J.D. (2014), "*Consumer Behavior*", 14th Edition, New Delhi: McGraw Hill Education.
3. Schiffman, K., Kanuk, L.L. and Kumar, S.R. (2015), "*Consumer Behavior*", 11th Edition, New Delhi: Pearson Education.

Reference Books

1. Chaudhuri, A. (2007), "*Emotion and Reason in Consumer Behavior*", New Delhi: Butterworth-Heinemann.
2. Lindquist, J.D. and Sirgy, M.J. (2009), "*Shopper, Buyer, and Consumer Behavior: Theory and Marketing Applications*", New Delhi: Biztantra Dreamtech Press.
3. Solomon, M.R. (2013), "*Consumer Behavior: Buying, Having, and Being*", 10th Edition, New Delhi: Prentice Hall of India.

Marketing of Services

Course Code: MM303 **Course Credit: 3**

Course Objective

The objective of this course is to acquaint the participants to the uniqueness of the services characteristics and its marketing implications. The intent of the course is to discuss measure and analyze several facets in the area of services marketing essential for the success of a service sector firm.

Course Content

Concepts and Issues of Services Marketing, Service, core and supplementary services, Service levels and delivery, Classification and characteristics of services, Emergence of service economy, Factors affecting growth of service sector. Strategic Issues in Services Marketing, The service encounter, Managing customer expectations, Level of expectations, Zone of tolerance, Consumer behavior in service marketing, Segmentation, Targeting, Differentiation and positioning of services. Concept of Service Marketing Mix, Price: pricing concepts and issues in pricing, pricing policy, and pricing approaches, Promotion: internal and external communication and issues in services promotion, Place: service distribution, channel options and service distribution strategy, People: internal marketing and employee motivation, Physical evidence: essential and peripheral physical evidence, Process: nature and customer participation in service process. Managing Service Quality and Service Design, Essentials of a service system, Components of services, Designing the service, Service delivery system, Measuring service quality, SERVQUAL, Demand measurement and supply management. Application of Services Marketing, Financial services, Hospitality services, Health services, Educational services, and professional services.

Text Books

1. Bateson, J.E.G. and Hoffman, K.D. (2011), "*Services Marketing*", 4th Edition, New Delhi: Cengage Learning.
2. Lovelock, C., Wirtz, J. and Chatterjee, J. (2013), "*Services Marketing: People, Technology and Strategy*", 7th Edition, New Delhi: Pearson Education.
3. Zeithaml, V.A., Bitner, M.J., Gremler, D.D. and Pandit, A. (2014), "*Service Marketing: Integrating Customer Focus Across the Firm*", 6th Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Mudie, P. and Pirrie, A. (2006), "*Services Marketing Management*", 3rd Edition, New Delhi: Butterworth-Heinemann.
2. Wirtz, J. and Lovelock, C. (2016), "*Services Marketing: People, Technology and Strategy*", 8th Edition, Chennai: World Scientific.

SECOND YEAR
SPRING
SEMESTER - IV

Business Law

Course Code: CP401 **Course Credit: 3**

Course Objective

The present course aims at familiarizing the participants with various legal aspects of business. It aims at providing a rich fund of contemporary knowledge , time tested principles, basic concepts, emerging ideas, evolving theories, latest technique , ever changing procedures & practices in the field of Law in a comprehensive way.

Course Content

Indian Contract Act: Nature of contract, offer and acceptance, capacity of contract, consideration, free consent, valid and void contract, performance and discharge of contracts, remedies in case of breach of contract, quasi contracts. Sales of Goods Act: Sale and agreement to sell; Conditions and Warranties; Doctrine of Caveat Emptor, Transfer of Property, Performance of Sales Contracts, Rights of Unpaid seller, Auction Sale. Constitutional Law (pertaining to business): Constitutional framework of freedom of trade, commerce and intercourse guaranteed to the citizens under Article 19(1)(g) of the constitution of India and permissibility of restrictions on this freedom under Article 19(6) along with the provisions under Articles 301-305. Consumer Protection Act: who is consumer, Consumer complaints- goods and services, unfair and restrictive trade practices, right of consumers, Adjudicatory Bodies – District Forums, State Consumer Disputes Redressal Commission, National Consumer Disputes Redressal Commission – their constitution, powers and procedure; Appeal to Supreme Court. Negotiable Instruments Act: Concept, Kinds, Holder and Holder in due course and negotiability. Company Law: Memorandum and Articles of Association; Doctrine of Ultra Vires; Indoor Management; Prospectus, Shareholders; Board of Directors; Investigation of companies, Share Capital; Protection of Minority Shareholders – Oppression & Mismanagement; Winding up.

Right to Information Act-2005 & Introduction of IPR Laws, Copyrights & Patents Act: Basic concept with latest amendments. Environment Protection Act: Control of Environment, Air and Water Pollution, Central Pollution Control Board, Environment Impact Assessment, Public Liability Insurance; National Environment Tribunal.

Text Books

1. Bhandari, M. (2017), "*Professional Approach to Corporate Laws and Practice*", 24th Edition, New Delhi: Bharat Law House.
2. Reach, L. (2016) "*Business Laws*", 14th Edition, UK: Oxford University Press.
3. Sharma J.P. and Kanojia, S. (2015), "*Business Laws*", 2nd Edition, New Delhi: Ane Books Pvt. Ltd.
4. Singh, A. (2014), "*The Principles of Mercantile Law*", 10th Edition, Lucknow: Eastern Book Company.

Reference Books

1. Durga Das, B. (2015), "*Constitution of India*", 22nd Edition, New Delhi: Prentice Hall of India.
2. Gulshan, S. and Kapoor, G.K. (2017), "*Business Law Including Company Law*", 18th Edition, New Delhi: New Age International (P) Ltd.
3. "*Handbook of Corporate Laws*" (2015), 18th Edition, New Delhi: Bharat Law House.
4. Kapoor, N.D. and Abbi, R. (2012), "*General Laws and Procedure*", 7th Edition, New Delhi: Sultan Chand and Sons.

Project Management

Course Code: CP402 **Course Credit: 3**

Course Objective

This course is designed to educate participants the basic principles of project management. Participants will learn details about the project life cycle, how to identify and schedule project resources, create project flow charts, and produce critical path planning and evaluation reports. Important issues of project selection and team management are also covered. These learning objectives are reinforced by a course project that allows the participant to apply the principles and use the tools they learn. In addition, participants are provided with case studies describing real-world project management problems and their solutions.

Course Content

Definition of project, need for project management, Project life cycle, project stake holders. Defining project scope, establishing project priorities, Work break down structure, Process breakdown structure, and responsibility matrices. Factors influencing the quality of estimates, estimating guidelines for times, costs and resources, Macro and micro estimating, methods for estimating, level of detail, developing budgets, types of costs, refining estimates and contingency fund, selection of project.

Five stage team development model, situational factors affecting team, building high performance project teams, managing virtual project teams.

GANTT Chart, Crashing of Projects, Cost Analysis for Project Crashing.

Risk concept, risk identification, risk assessment, risk response development, contingency planning, contingency funding and time buffers, risk response control, and change control management.

Project progress & performance measurement and evaluation-Structure of a project monitoring information system, project control process, monitoring time performance, need for an integrated information system, Progress monitoring indexes.

Text Books

1. Gray, C.F. and Larson, E.W. (2011), "*Project Management: The Managerial Process*", 5th Edition, New Delhi: McGraw Hill Education.
2. Meredith, J.R. and Mantel, S.J. (2011), "*Project Management: A Managerial Approach*", New Delhi: John Wiley and Sons.
3. Pinto, J.K. (2009), "*Project Management- Achieving Competitive Advantage*", New Delhi: Pearson Education.

Reference Books

1. Kerzner, H. (2013), "*Project Management: A Systems Approach to Planning, Scheduling, and Controlling*", 10th Edition, New Delhi: John Wiley and Sons.
2. Lester, A. (2012), "*Project Management Planning and Control*", New Delhi: Elsevier.

Business Ethics and Corporate Social Responsibility

Course Code: CP403 **Course Credit: 3**

Course Objective

The ultimate aim of the course is to leave students better equipped to identify corporate initiatives in social responsibility and to think critically about the long term impact of those initiatives on the environment, on society and the bottom line of the organization.

Course Contents

Introduction to Ethics and its Applications in Business: Concepts, Role and scope of ethics in business, Morality and moral standards, Moral reasoning for ethics.

Principles of Ethics: Foundation of ethical principles, Utilitarian approach to ethics, Rights and duties, Theories of justice, Ethics of virtues.

Ethics in Functional Areas of Business Management: Marketing and Advertisement, Finance and accounting, Human Resource Management, Production and Operations Management, Computer and information ethics.

Ethical Decision Making in Business: Determinants of ethical decision making, Indian ethos, Josephon's six pillars of character, Stage theory, Constraints in ethical decision making, Ethical tests to ensure good decisions.

Corporate Social Responsibility (CSR): Definitions, principles and strategies; Models of CSR, Corporate stakeholders and responsibilities to them.

Creating CSR Framework: Creation of strategy – Risk analysis, Building trust, Creation of a corporate culture; Framework for rating CSR.

Sustainability: Meaning, scope and terminologies, Triple bottom line, Corporate sustainability reporting frameworks – National voluntary guidelines, Carbon trading and Kyoto Protocol to reduce collective emissions of greenhouse gases.

Future Trends in CSR: Global CSR, Dynamics of modern business, Public-private partnership, Business and special cause sponsorship, CSR practices of Indian companies.

Text Books

1. Chatterjee, M. (2016), "*Corporate Social Responsibility*", 1st Edition, New Delhi: Oxford University Press.
2. Ghosh B.N. (2015), "*Business Ethics and Corporate Governance*", 1st Edition, New Delhi: McGraw Hill Education.

Reference Books

1. Albuquerque, D. (2017), "*Business Ethics – Principles and Practices*", 1st Edition, New Delhi: Oxford University Press.
2. Chakraborty, S.K. (2002), "*The Management and Ethics Omnibus*", 2nd Edition, New Delhi: Oxford University Press.
3. Mandal, S.K. (2013), "*Ethics in Business and Corporate Governance*", 2nd Edition, New Delhi: McGraw Hill Education.
4. Tricker, B. (2015), "*Corporate Governance – Principles, Policies, and Practices*", 1st Edition, New Delhi: Oxford University Press.

Dissertation Project

Course Code: CP404 **Course Credit: 3**

Course Objective

To offer the opportunity for the young students to acquire on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity. To provide means to immerse students in actual supervised professional experiences. Participants will gain in-depth understanding and insights in specific management areas of mutual interests with the help of faculty.

Course Contents

The student shall work under the supervision of the Faculty and carry out a dissertation and submit a structured report in TWO hard copies and one soft copy (CD). In the interest of environmental considerations, students are encouraged to print their dissertation reports on both faces of the paper.

The student is required to conduct advanced research on a topic related to one (or more) of contemporary issues in management. The topic is chosen in consultation with the student's supervisor.

The student will prepare and present a detailed research proposal prior to starting the work. It is mandatory for the student to seek advance written approval from the faculty guide about the topic before commencing the dissertation work. A dissertation outlining the entire problem, including a survey of literature and the various results obtained along with their solutions is expected to be produced. The student must submit the completed dissertation and make an oral presentation of the same. Through the dissertation, the student is expected to furnish evidence of competence in understanding varied aspects of the theme/topic selected and a deep understanding of the specialty area. The completion of the dissertation / project shall be certified by the Faculty Guide.

Financial Derivatives and Risk Management

Course Code: FM401 **Course Credit: 3**

Course Objective

The course objective is to develop an understanding of the underlying concepts, strategies and issued involved in risk management. This course will provide the skills to identify and measure risks, quantify risks and create risk response strategies to deliver decisions that meet stakeholder expectations. The course will also acquaint students with derivative securities, markets, pricing, hedging and trading strategies of derivative instruments.

Course Content

Introduction to Derivatives & Risk Management: Forwards, futures, options, bonds, swaps and other derivative instruments. Investors and risk management, profitable side of risk management; Risk management process – Risk models.

Derivatives: Forwards and Futures- Theory of futures trading, Determination of forward and future prices: Pricing of futures and forwards on investment assets, commodities, currencies and interest rate. Hedging strategies using futures: Short hedge and long hedge using futures, cross hedging of portfolio and commodities using futures.

Derivatives: Option- Basic Option Pricing: European options, American options, forward-spot parity, put call parity, the binomial option-pricing model, Construction of option strategies in various market situations and their pay off.

Advance option strategies: - Lognormal distribution, modelling option prices. Valuation of derivatives in Continuous Time: The Black and Scholes model, volatility estimation in BS model, Extensions of Black and Scholes formula and Greek symbols.

Hybrid Derivatives: - Swaps Transactions: Interest rate swaps, currency swaps, Pricing and valuation of swaps. Credit default swaps, valuation of credit default swaps.

Enterprise Risk Management: - Firm wide approach to risk management – measuring risks for corporations, the maturity model, Value at risk – Var models.

Text Books

1. Das, S. and Sundaram, R. (2013), "*Derivatives Principles and Practice*", 1st Edition, New Delhi: McGraw Hill Education.
2. Hull, J.C. and Basu, S. (2017), "*Options, Futures, and Other Derivatives*", 9th Edition, New Delhi: Prentice Hall of India.

Reference Books

1. Bhalla, V.K. (2001), "*Financial Derivatives: Risk Management*", 1st Edition, New Delhi: S. Chand and Company Private Ltd.
2. Chance, D.M. and Brooks, R. (2014), "*Derivatives and Risk Management*", 10th Edition, USA: Cengage Learning.
3. Somanathan, T.V. and Nageswaran, A.V. (2015), "*The Economics of Derivatives*", New Delhi: Cambridge University Press.
4. Stiltz, R.M. (2003), "*Risk Management and Derivatives*", New Delhi: Thomson, South Western.

Corporate Taxation

Course Code: FM402 **Course Credit: 3**

Course Objective

To acquaint with basic principles of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices in India. To familiarize with practical aspects of tax planning for important managerial decision-making process. To bring up-to-date the participants on current topics/debatable issues involving direct and indirect taxation.

Course Content

Introduction of Taxation Management – Concept of Direct and Indirect Tax Law, Finance Act, Types of Assesse, Rates of Taxes Applicable to Different Types of Taxpayers.

Direct Tax: Basic Information and Computation of Income from Salary, Income form House Property, Income for Business and Profession, Income from Capital Gain and Income from Other Sources. Computation of Gross Total Income, Rebates and Reliefs and Computation of Taxable Income and Tax Payable, Filing of Income Tax Returns – Provisions, Forms and Due Dates, Notices and Assessments.

Tax Planning for Individual, Firms, HUFs and AOPs- partnership firm under Income Tax Law, tax deductions available to firms, Provisions relating to interest and remuneration paid to partner, Computation of partnership firms' book profit, Set-off and carry-forward of losses of Firms and taxation of HUFs and Associations of Persons. Indirect Tax - Good and Service Tax (GST): Basic Concept, GST Council, and Registration, GST Laws: The Central Goods and Service Tax, The State Goods and Service Tax, Integrated Goods and Service Tax and Union Territory Goods and Service Tax. Computation of Tax, Tax Filling, Tax Planning with Reference to Nature of Business - Tax Provisions for Certain Types of Businesses, Businesses given Special Tax Treatment, Tax Provisions for Offshore Banking Units and Special Tax Zones.

Text Books

1. Ahuja, G. and Gupta, R. (2017), "*Practical Approach to Direct and Indirect Taxes - Problems and Solutions*", New Delhi: Bharat Law House Pvt. Ltd.
2. Singhania, N. and Singhania, A. (2017), "*Corporate Tax Planning & Business Tax Procedures with Case Studies*", New Delhi: Taxmann.

Reference Books

1. Ahuja, G. and Gupta, R. (2017), "*Simplified Approach to corporate tax planning and management*", New Delhi: Bharat Law House Pvt. Ltd.
2. Datta, B.C. (2017), "*Laymen's Guide to GST*", New Delhi: Taxmann.
3. Kreps, D.M. (2004), "*Microeconomics for Managers*", New Delhi: W.W. Norton and Company.
4. Mehrotra H.C. (2017), "*Income Tax Law and Accounts*", Agra: Sahitya Bhawan.

Financial Modelling

Course Code: FM403 **Course Credit: 3**

Course Objective

Modelling techniques for accurate financial forecasting are used in many areas of finance, such as derivatives valuation, project evaluation, deal structuring, portfolio management and the like. In this course, students will learn the financial model building skills with the help of excel and VBA.

Course Content

Understanding Advanced Features of Excel: - Database Functions in Excel, Creating Charts, Using Forms and Control Toolbox

Understanding Finance Functions in Excel: - Creating Dynamic Models, Sensitivity Analysis using Excel, Scenario Manager, Other Sensitivity Analysis Features.

Simulation using Excel: - Different Statistical Distributions used in Simulation, Generating Random Numbers that follow a particular distribution, Building Models in Finance using Simulation.

Accounting in Excel: - Preparing common size statements directly from Trial Balance, Forecasting Financial Statements using Excel, Analyzing Financial Statements by using Spreadsheet Model.

Valuation in Excel: - Determination of Value Drivers, DCF Valuation, Risk Analysis in Valuation, Financial Model building.

Understanding Subroutines and Functions and building simple financial models using subroutines and functions:-Recording and Editing Macros, Subroutines and Functions, Decision Rules, Message Box and Input Box, Debugging.

Designing Advanced Financial Models using VBA:- User Forms, Other Advanced Features and Actual Model Building.

Text Books

1. Sengupta, C. (2013), "*Financial Analysis and Modelling Using Excel and VBA*", 2nd Edition, New Delhi: John Wiley and Sons India.
2. Tjia, J. (2004), "*Building Financial Models*", New Delhi: McGraw Hill Education.

Reference Books

1. Benninga, S. (2014), "*Financial Modelling*", 4th Edition, New Delhi: MIT Press.
2. Day, A. (2012), "*Mastering Financial Modelling in Microsoft Excel: A Practitioner's Guide to Applied Corporate Finance (The Mastering Series)*", 3rd Edition, New Delhi: Prentice Hall of India.

Human Resource Development Systems

Course Code: HR401 **Course Credit: 3**

Course Objective

The aim of this course is to facilitate the learning concepts and practices related to HRD. This course will elaborate on the purposes and advantages of needs assessments. Identify the attributes (all the way through to evaluation) of different kinds of HRD programs as studied in the text- orientation, skills and technical training, coaching and performance management, employee counseling and wellness services, career management and development, and describe organization development and change in relation to models of change, OD theories.

Course Content

Concept of HRD: Definition, Evolution of HRD, Goals, structure and functions, Roles and competencies of HRD professionals, Challenges to HRD Professionals, HRD at Macro and Micro level. Role Analysis: Concept of Role and its Process, Competency mapping-methods and process & assessment centers-tools and procedure.

Training and Development: Need Assessment Process, Systematic approach to need assessment, Designing, Transfer of learning, Evaluating training program, Special issues in training and development, Management Development and Organizational Goals, Trends in management education.

Motivational Aspect of HRD: Performance review- its process, Coaching-objectives, Elements and sequential process, counseling methods and process, Mentoring- its process. Career Management and Development: Definition, Models, Issues affecting career management. Organization Development-: Definition, Theories and concepts in OD, Roles & Strategies, Change Management.

HRD Audit: Nature and need for HR Evaluation, Methodology of audit and HRD audit failures.

HRD and Diversity: Labor market Demographics, Organizational culture, Diversity issues, Discrimination, Integration strategies and Cross-Cultural training. Contemporary Issues and Challenges in HRD.

Text Books

1. Haldar, U.K. (2009), "*Human Resource Development*", 1st Edition, New Delhi: Oxford University Press.
2. Lynton, R.P. and Pareek, U. (2011), "*Training for Development*", 3rd Edition, New Delhi: Sage Publications.
3. Werner, J. and Desimone, R. (2012), "*Human Resource Development*", 6th Edition, New Delhi: South-Western Cengage Learning.

Reference Books

1. Agochiya, D. (2009) "*Every Trainer's Handbook*", 2nd Edition, New Delhi: Sage Publication.
2. Blanchard, P.N., Thacker, J.W. and Ram, V.A. (2010), "*Effective Training: Systems, Strategies and Practices*", New Delhi: Pearson Education.
3. Noe, R. (2010), "*Employee Training and Development*", 5th Edition, New Delhi: McGraw Hill Education.
4. Pareek, U. and Rao, T.V. (2006), "*Designing and Managing Human Resource System*", 3rd Edition, New Delhi: Oxford and IBH Publishing Company.
5. Rao, T.V. (2003), "*Human Resource Development: Experience Interventions and Strategies*", New Delhi: Sage Publication.

Performance Management System

Course Code: HR402 **Course Credit: 3**

Course Objective

The objective of this course is to equip students with comprehensive knowledge and practical skills to improve their ability for performance appraisal in the organizations. It is particularly intended for future managers and supervisors who will conduct the performance appraisal of their subordinates.

Course Contents

Introduction: Concept, Significance, Objectives, Principles, Competitive advantage, Linkage to other HR processes.

Theoretical Framework: Goal Theory and its application, Control Theory and its application, Social Cognitive Theory and its application, Justice Theory and its application.

Performance Appraisal Process: Prerequisites, Performance planning, Performance execution, Performance assessment, Performance review, Performance renewal.

Performance Management and Strategic Planning: Definition and purposes of strategic planning, Process of linking performance management to the strategic plan, Building support. Methods of Performance Appraisal: Designing performance appraisal form, Objective methods, Individual methods, Multiple methods, Competency mapping, Common rating errors, Elements of good performance appraisal system, Achieving effective performance appraisal.

Performance Management Implementation: Strategies for effective implementation, Factors affecting effective use of PM, Operationalizing change through PM, Building and leading high performance team.

Performance Management and Employee Development: Personal development plan, Direct supervisor's role, Assessment centers, 360-degree feedback system.

Reward Systems and Legal Issues: Significance of reward in PM, Components of reward system, Linkage of PM to compensation systems, Legal issues associated with PM.

Ethics in Performance Appraisal: Ethical issues and dilemmas in PM, Ethical strategies in PM, Developing code of ethics in PM.

Text Books

1. Aguinis, H. (2013), "*Performance Management*", 3rd Edition, New Delhi: Pearson Education.
2. Bhattacharyya, D.K. (2011), "Performance Management Systems and Strategies", 1st Edition, New Delhi: Pearson Education.
3. Kandula, S.R. (2007), "*Performance Management: Strategies, Interventions, Drivers*", New Delhi: Prentice Hall of India.
4. Rao, T.V. (2016), "*Performance Management - Towards Organizational Excellence*", 2nd Edition, New Delhi: Sage Publishing.

Reference Books

1. Armstrong, M. (2010), "*Armstrong's Handbook of Performance Management*", New Delhi: Kogan Page India.
2. Bagchi, S.N. (2013), "*Performance Management*", 2nd Edition, New Delhi: Cengage Learning.
3. Kohli, A.S. and Deb, T. (2008), "*Performance Management*", 1st Edition, New Delhi: Oxford University Press.

Compensation Management

Course Code: HR403 **Course Credit: 3**

Course Objective

The course aims to equip students to effectively design compensation structure for overall organizational effectiveness as the new generation of HR professional need to master all these areas to render meaningful support to organizations, reducing their dependency on outside consultants.

Course Contents

Introduction to Compensation Management: Concept of compensation, Objectives of Compensation System, Intrinsic and Extrinsic Compensation, Strategic Compensation, Strategic Vs. Tactical Compensation Decision.

Bases for Pay: Traditional bases for pay – Human Capital theory, Seniority and longevity pay, Merit pay, Linking performance appraisal with merit pay; Person-Focused Pay – Competency-Based, Pay-for-Knowledge, and Skill-Based pay.

Components of Compensation I: Core compensation: Base pay, Cost- of – living adjustment (DA), Bonus.

Components of Compensation II: Fringe compensation: Benefit policies, Statutory benefits – Gratuity, Provident fund, Employees' State Insurance, Employees' Compensation Act, Pension schemes; Discretionary benefits - Personal security, Financial assistance and Personal needs, Flexible benefits- Company cars, Holidays, Pensions, Insurance etc.

Contextual Influences on Compensation Practice: Prevailing wage laws, Labor unions as contextual influences, Inter industry, Wage differentials/ Compensation differentials. Job Evaluation: Concept of job evaluation, various kinds of job evaluation plans.

Surveying Market pay and Compensation Practices: Need and purpose of the survey, Designing a Survey, Types of Survey - Custom developed surveys and published compensation data surveys.

Designing Compensation Structure: Compensation designing process - Define a pay grade and develop a pay structure, Base pay and other compensation components for a team, Pay structure variations- broad banding and two- tier base plan.

International Compensation: International compensation programs, Expatriates Components of international programs, Main components - Setting expatriates base pay and Incentive compensation.

New Approaches: Variable performance linked pay (VPLP), Employee stock option plan, EVA, Cafeteria style of compensation.

Text Books

1. Bhattacharyya, D.K. (2015), "*Compensation Management*", 2nd Edition, New Delhi: Oxford University Press.
2. Martocchio, J.J. (2014), "*Strategic Compensation- A Human Resource Management Approach*", 7th Edition, New Delhi: Pearson Education.

Reference Books

1. Henderson, R.I. (2012), "*Compensation Management in Knowledge based World*", 10th Edition, New Delhi: Pearson Education.
2. Milkovich, G.T., Newman, J.M. and Venkat Ratnam, C.S. (2017), "*Compensation*", 12th Edition, New Delhi: McGraw Hill Education.

Strategic Brand Management

Course Code: MM401 **Course Credit: 3**

Course Objective

This course aims to develop students' understanding of the importance of brand equity as well as how to build, measure, and manage brand equity. It will cover topics in the utilities of branding, steps/process of building brands, methods of measuring brand equity, ways to leverage brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, and market segments.

Course Content

Understanding the role of the Brand Manager, how it has evolved over time, key variables to be managed and the key deliverables. Brand and Brand Management: Commodities Vs Brands, The role of brands, Strategic Success and Pioneer advantage, Successful brands, Concept of Market re-definition, General Management success and Brand success, Understanding the impact technology has had on the marketing landscape and the way the management of a brand is progressively being shaped by a new and active participant – the consumer. The brand equity concept, Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance, Building Brand Equity, Brand Identity and Brand image. Brand Vision, Brand Objectives. Choosing brand Elements, Brand Leveraging and Brand Performance: Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement., Brand Positioning & Brand Building: Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values. Designing and Sustaining Branding Strategies: Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing brand over time. Rejuvenation and Re-launch, Measuring Brand Equity: Brand Value chain, Brand Audits, Brand Tracking, Brand Valuation, Managing Brand Equity: Brand Reinforcement, Brand Revitalization, and Brand Crisis. Define public relations, Identify the differences among advertising, publicity, press agency and PR. PR & its role in organizations. Examine the different publics of an organization.

Text Books

1. Aaker, D.A. (1996), "*Building Strong Brands*", New Delhi: Free Press.
2. Kapferer, J.N. (2012), "*The New Strategic Brand Management: Advanced Insights and Strategic Thinking*", 5th Edition, New Delhi: Kogan Page.
3. Keller, K.L., Parameswaran, M.G. and Jacob, I. (2013), "*Strategic Brand Management: Building, Measuring and Managing Brand Equity*", 3rd Edition, New Delhi: Pearson Education.
4. Richard, E. and Percy, L. (2007), "Strategic Brand Management", New Delhi: Oxford University Press.

Reference Books

1. Keller, K.L. (2008), "*Best Practice Cases in Branding: Lessons from the World's Strongest Brands*", 3rd Edition, New Delhi: Pearson Education.
2. Moorthi, Y.L.R. (2012), "*Brand Management*", 2nd Edition, New Delhi: S. Chand and Sons.
3. Sengupta, S. (2005), "*Brand Positioning: Strategies for Competitive Advantage*", 2nd Edition, New Delhi: McGraw Hill Education.

Integrated Marketing Communications

Course Code: MM402 **Course Credit: 3**

Course Objective

The objective of the course is to help students look at marketing communications with a holistic approach and to understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.

Course Content

Integrated Marketing Communication (IMC): Marketing Communication, Objectives of Marketing Communication, Factors contributing to IMC, Participants in IMC, IMC Promotion Mix, and Challenges in IMC.

Advertising Management: Meaning, Nature and Scope of Advertising, Classification of advertising, Types of advertising, advertising appropriation, advertising campaigns Customer and Competitor Analysis, STP Strategies for Advertising. Advertising Agencies – their role, functions, organization, Remuneration, client agency relationship, account Planning; Management of Advertising Agencies,

Testing of Advertising Effectiveness, Preparation and Choice of Methods of Advertising Budget, Ethical and Social Issues in Advertising.

Message Design-The Creative concept development; the creative processes of the different forms of IMC; Communication Models with reference to Advertising AIDA, Hierarchy of effects, Innovation, Adoption. Creative planning, creative strategy development, Communications appeals and execution, Message strategy design considerations, Source of the message, Message integration, Advertorials and Infomercials, Evaluation of Creative Strategy/work. Campaign Planning: Message Creation, Copywriting, Role of Creativity in Copywriting.

Media Management - Media Types and their characteristics; Setting Media objectives; Media planning; Media Strategy; Media buying; and media research.

Emerging Concepts and Issues in Marketing Communications, Sponsorship: POP: Supportive Communication, Role of E-Commerce in Marketing Communication. Corporate Communication, Public Relations – Types of PR, Sales Promotion – Different types of Sales Promotion, relationship between Sales promotion and advertising, Publicity – Types of Publicity, relationship between advertising and publicity, Personal Selling, Direct marketing and direct response methods, Event Management.

Text Books

1. Clow, K.E. and Baack, D.E. (2016), "*Integrated Advertising, Promotion, and Marketing Communications*", 7th Edition, New Delhi: Pearson Education.
2. Shah, K. and D'Souza, A. (2009), "*Advertising and Promotions an IMC Perspective*", New Delhi: McGraw Hill Education.

Reference Books

1. Belch, G. and Belch, M. (2016), "*Advertising and Promotions: An Integrated Marketing Approach*", New Delhi: McGraw Hill Education.
2. Lane, R., King, K. and Russell, T. (2009), "*Kleppner's Advertising Procedure*", US: Pearson Education.
3. Percy, L. (2014), "*Strategic Integrated Marketing Communications*", 2nd Edition, New Delhi: Routledge.
4. Shimp, T.A. and Andrews, A.J.C. (2013), "*Advertising Promotion and Other Aspects of Integrated Marketing Communications*", 9th Edition, Cengage Learning.

Digital Marketing

Course Code: MM403 **Course Credit: 3**

Course Objective

Digital marketing course has been designed in such a way as it helps the students to transit from a functional role to a management role that requires more strategic digital and web marketing skills. Developing a successful digital marketing model is both an art and science. It involves the in depth knowledge of what is in the model, utilizing the right resources and collaborating marketing skills. Students get an opportunity to develop core business skills and competencies in various functional areas related to digital marketing; this would enable them to handle issues involving cross functional areas.

Course Content

Now and before of digital marketing - digital marketing for the 21st century, Importance and scope of digital marketing; How web sites works – dynamic, static, blogs: search engines and types of search engines – meta, crawler, directories; How to create a blog.

Digital Marketing Management : Role of web marketing manager, Web marketing department structure, Roles and responsibilities, Job description, Targets, goals. Digital Marketing Plan: Goals, objectives, KPI's, Market research, Value creation process, Strategic web marketing plan, Budgeting, Channel. Online Reputation Management: Tools to monitor online brand reputation, Communication online best practices, online press releases, online newspaper, magazine ads, Google, Yahoo news. Search engine optimization marketing, online advertisement, Affiliate, Social media, Analytics. Introduction to Search Engines: Google guidelines, Best Practices, Quality guidelines, Design guidelines; Search engine page results – familiarizing Google results. How Google works: Search engine ranking methods, Techniques to get on top of Google, Meta tags best practices. Introduction to social media, Examples and Uses of social media, How companies use social media, Impact of social media in search Benefits of social media: Case studies of social media, SEO for social media, How to get started in social media. Social media profile creation and optimization. Online Ads – How online ads work : Interactive ads, Creative ads, Google Ad words, Online ad methods, Types of online advertisements, Face book ads, LinkedIn ads, Video ads, Text ads, Image ads, Local ads, Content network ads, Best practices, Campaign set up, Billing, Budget, Segment, Audience Effective Ads: Calculating ROI, Budget, Blogging for businesses Creative's & Content: Designing, Content development, Optimizing your ads, A/B testing, Conversion optimization, Landing page creation and optimization Face book strategy: Identify goals, Find Influencers, Understand tone (listening), Activation. How Face book advertisement works: The 3 R's – Reporting, Results & Reallocation, Measuring ROI in Face book ads, Insights and Analytics for Face book Twitter Management: Twitter for business, Step by step instructions to Twitter, Key Definitions You Tube: You Tube branding, You Tube Ads, Getting started guide.

Text Books

1. Chaffey, D., Ellis-Chadwick, E., Johnston, K. and Mayer, R. (2000) "*Internet Marketing: Strategy, Implementation and Practice*", UK: Pearson Education.
2. Gay, Richard; Charlesworth, Alan and Esen, Rita (2007) "*Online Marketing: A Customer-led Approach*", New Delhi: Oxford University Press.

Reference Books

1. Afuah, A.N. and Tucci, C. (2003) "*Internet- Business Models and Strategies: Text and Cases*", 2nd Edition, New York: McGraw Hill Education.
2. Ahuja, V. (2016), "*Digital Marketing*", New Delhi: Oxford University Press.

SESSION

2019-2020

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme												Autumn Semester
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)			
			L	T	P	Total Contact hours			CW	MTE	ETE	
AUTUMN SEMESTER	FD101	Design Concepts-I	1	-	4	5	3	3	50	-	50	
	FD111	Drawing & Color	1	-	4	5	3	3	50	-	50	
	FD121	Material and Process	1	-	2	3	2	3	50	-	50	
	FD131	Communication Design- I	1	-	4	5	3	3	30	20	50	
	FD141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50	
	FD151	Environment & Waste Management	3	-	-	3	3	3	50	-	50	
	FD161	Social and Professional Ethics	3	-	-	3	3	3	50	-	50	
	Sub Total		12	-	16	28	20					

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme												Spring Semester
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)			
			L	T	P	Total Contact hours			CW	MTE	ETE	
SPRING SEMESTER	FD102	Design Concepts-II	2	-	6	8	5	3	50	-	50	
	FD112	Visualization and Representation	2	-	6	8	5	3	50	-	50	
	FD122	Material- Exploration and Prototyping	2	-	4	6	4	3	50	-	50	
	FD132	Communication Design - II	1	-	4	5	3	3	30	20	50	
	FD142	History of Art & Culture-II	2	-	2	4	3	3	30	20	50	
	Sub Total		9		22	31	20					

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD141 **L-T-P-C**
1-0- 4- 3

Course Objectives:
The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.
- Basics of photography, composition and different aspects of photography.

- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD151

L-T-P-C
2-0-2-3

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context.
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads-Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Environment & Waste Management
Course Code: FD 161 **L-T-P-C**
3-0-0-3

Course Objectives:

- To familiarize students with basics of environmental sciences , disaster & waste management.

Course Description:

UNIT-I

- **General:** Definition, Scope & Importance, Need For Public Awareness- Environment definition, Type of Ecosystem, Balanced ecosystem, Human activities – Food, Shelter, Economic and social Security. Effects of human activities on environment, agriculture, Housing, Industry, Mining and Transportation activities, Bio diversity & its conservation
- **Renewable & Non-renewable resources:** Natural Resources- Forest resources Water Resources , Mineral resources , Energy resources , Land resources - Availability and Quality aspects. Energy–Hydro Electric, Nuclear, Solar , Hydrogen as an alternative future source of Energy. Biomass and Bio-gas
- **Environmental Pollution and their effects**: Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution**.** Current Environmental Issues of importance, population Growth, Climate Change and Global warming- Effects, Urbanization, Automobile pollution, acid rain, Ozone Layer depletion, Animal Husbandry, Salient features & amendments of Enviromental Protection Act , Water Prevention & Control Act , Air prevention & control of pollution Act , Salient Features of Environmental Summit – Paris 2015 .
- **Disaster Management**: Introduction on Disaster Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. causes, effects and practical examples for all disasters.

UNIT-II

- **Disaster Preparedness and Response Preparedness:** Disaster Preparedness: Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of

Government, International and NGO Bodies. Role of IT in Disaster Preparedness, Role of Engineers on Disaster Management.

- **Waste Management:** Municipal Solid Waste Management, Waste Collection, Storage and Transport. Waste Disposal - Key issues and features. Waste Processing Techniques. Source Reduction, Product Recovery and Recycling. Recovery of Biological Conversion Products: Composts and Biogas. Composting and Biogasification Technology. Hazardous Waste: Management and Treatment. Integrated Waste Management (IWM).
- **Solid Waste Management Act** :Municipal Solid waste (Management & Handling) Rules 2000, Waste Management Rules 2016 (Amendments)

Learning Outcomes:

- Under this the students will be able to identify different dimensions of environmental studies; problems related to the environmental degradation & will be able to take remedial steps.
- Disciples will learn about different type of disaster that occur in nature consequently learning to develop the preparedness and remedial techniques.
- Upon learning the problems related to environmental waste students will be able to segregate the waste in different categories and will learn its effective management techniques

Text Books:

- Management: A Global Perspective, Weihrich, H. and Koontz, H., New York, McGraw Hill 2006
- Disaster Management: A Disaster Managers Handbook, Carter, W.N., Manila, ADB. 2006
- Disaster Management Handbook for Bangladesh, Parts I-IV. Dhaka, BDPC and PACT, Rahman, M.S 2005
- Management, Stoner, J.A.F. and Freeman, R.E., Prentice-Hall, New Delhi 2004

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress - Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics

Course Code: FD 171 **L-T-P-C**

3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of 'I' and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:

The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion,* Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

  1) http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html,
  2) http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/
  3)http://www.slideshare.net/abiramprince/textile-fibers
  4)http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp
  5)http://www.slideshare.net/mohnishmadkaikar/fabric-study,
  6)http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/
  7) http://www.yarn.com/webs-knitting-crochet-yarns-fiber/

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion,* Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

  1) http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html,
  2) http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/
  3)http://www.slideshare.net/abiramprince/textile-fibers
  4)http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp
  5)http://www.slideshare.net/mohnishmadkaikar/fabric-study,
  6)http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/
  7) http://www.yarn.com/webs-knitting-crochet-yarns-fiber/

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**
Course code: FD 223 **0-0-96-3**
Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**
Garment Construction Methods and Techniques
1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction*. Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

First Year

Autumn Semester

L-T- P- C
16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

- Observe, analyze and apply the basic elements, principles and skills of visualization, presentation and actualization to body types, form and movements in context of women's casual wear.
- Develop an understanding of three dimensional representations and realization of Women's Casual wear through illustration and rendering techniques.
- Present and communicate visually.

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

- Seaman, Julian. Foundation in fashion design and illustration. London: Batsford, 2001
- Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006
- Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.Blackman, Cally. Hundred years of fashion illustration. London: Laurence King, 2007
- Watanabe, Naoki. Contemporary Fashion Illustration Techniques, Rockport Publishers

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing.* Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing. Identifying Dyeing Defects: Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books

- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C

13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

• *Watanabe, Naoki*. Contemporary Fashion Illustration Techniques, Rockport Publishers

• Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

• Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

• Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

• Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

SCHOOL OF DESIGN (SOD)

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Academic Curriculum (2015-16 Onwards)

Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan,* California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India,* U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume,* New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs,* New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

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Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

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Academic Curriculum (2015-16 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques - Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques - Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles*, London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes*, New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan*, London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present*, New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles*, New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India*, New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles*, Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2*, OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com
www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr,
www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India
www.indiaheritage.org/creative/creative_textiles.htm
www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles
www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles
www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

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Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies-III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

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Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring	FD 306	**Electives B** [+]	1	-	2	3	**2**		50[~]	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2015-16. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

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Third Year

Autumn Semester

L-T- P-C

1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

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Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

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Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore., Understanding Aesthetics for the Merchandising & Design Professional.. UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.

  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, "Costume, Textiles and Jewellery of India – Traditions in Rajasthan", New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers- Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

L-T-P-C
2-0-2-3

Title of Course: (Elective B [+)] Fashion Critique

Course code: FD 306-4

Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism.
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics.

  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.
- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4 - UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:
Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.
2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.
3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2015-16 Onwards)

Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

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Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development.

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

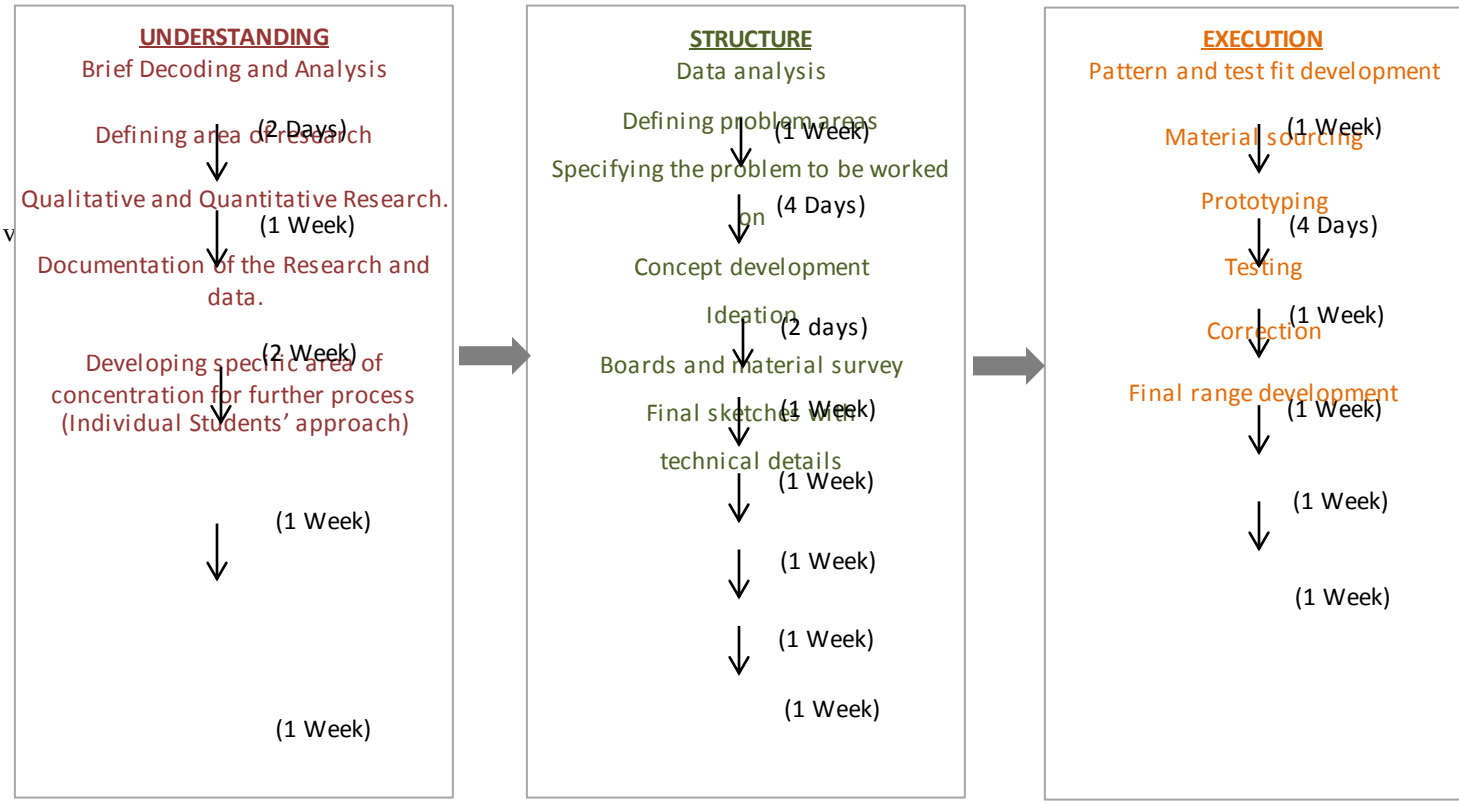
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Academic Curriculum (2015-16 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

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Second Year

AUTUMN SEMESTER

Semester	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

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BACHELORS OF DESIGN (Fashion and Merchandising)
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Academic Curriculum (2015-16 Onwards) **Second Year SPRING SEMESTER**

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

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Academic Curriculum (2015-16 Onwards)

Second Year

L-T-P-C

Title of Course: Fashion Design Process **1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

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Second Year

	L-T-P-C
Title of Course: Basics of Pattern Making & Draping	**1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Second Year

L-T-P-C

Title of Course: Garment Construction **0-0-6-3**
Course code: FM 223
Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's - A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

SCHOOL OF DESIGN (SOD)
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Academic Curriculum (2015-16 Onwards)

Second Year

L T P C

Title of Course: History of Indian Costumes **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood-The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self-Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion- From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

Title of Course: Study of Fashion Products | **L T P C**
2 0 4 4

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html ,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion - combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:

25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.
- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rd edition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy- Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy- Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising **L T P C**
Buying Styles **3- 2 - 4**
Course code: FM 234
Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion- The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums - Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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Spring Semester Second Year

L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- **Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com**
- **www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com**
- **www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India**
- **www.indiaheritage.org/creative/creative_textiles.htm**
- **www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles**
- **www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles**
- **www.nopr.niscair.res.in/bitstream/123456789/10310.pdf**
- **Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK**

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Third Year

Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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Third Year

Spring Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Third Year

Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Third Year

Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

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Third Year

Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event, Event team, Code of ethics

Unit II: Principles of event Management, concept & designing, Analysis of concept, Logistics of concept.

Unit III:Feasibility, Keys to success, SWOT Analysis

Unit IV: Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools

Unit V:Protocols, Dress codes, staging, staffing

Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Third Year

Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Third Year

Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

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Third Year

Spring Semester

L-T- P-C

Title of Course: Market research _____

Course Code: FM 316

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I

- Research theory: defining purpose of market research

UNIT II

- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III

- Defining Research and Review of Literature

UNIT IV

- Methods and procedures of conducting research and method of analysis

UNIT V

- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship"*, Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnIb9c

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Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I
- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II
- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III
- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV
- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising ▶ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising ▶ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising ▶ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising ▶ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

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Third Year

Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____

Course Code: FM 346

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I

- Evolution of Digital Media Marketing and website creation.

UNIT II

- Blogging and Content Marketing and Search Engine Optimization

UNIT III

- Social Media Marketing and Online Advertising

UNIT IV

- Influencer and Affiliate Marketing

UNIT V

- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.

- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018 https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps https://youtu.be/KgwrnjVRHRw

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Third Year

Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6

AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)

Third Year
Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____
Course Code: FM 366
Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I
- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II
- Production and suppliers and Demand planning

UNIT- III
- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV
- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By :David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year
Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: **Instructional Methodology:**

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6

AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis

- Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2015-16 Onwards)
Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

First Year **B. Interior Design Stage - 1**

First Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 111	A. Design Studio –I B. Architectural Graphics Skills- Manual & Computers I	8 (4 + 4)	8	0 800 400 + 400 (200 + 200) (200 +200)	50% 50%	0	3
	BI 121	Building Materials & Construction Technology -I	6	6	100 500 250 + 250	50% 50%	3	3
	BI 131	Basic Structure Design	3	3	50 250 125 + 125	50% 50%	2	0
	BI 141	Evolution of Interior Spaces I	3	3	50 250 125 + 125	50% 50%	2	3
	BI 151	Basic Design	8	8	0 800 400 + 400	50% 50%	0	3
	BI 161	Colour Theory & Techniques	2	2	0 200 100 + 100	50% 50%	0	0
	TOTAL		30	30				12

	Subject Code	Subject Name	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 112	A. Design Studio –II B. Architectural Graphics Skills- Manual & Computers II	10 (5 + 5)	10	0 1000 500 + 500 (250 + 250) (250 +250)	50% 50%	0	3
	BI 122	Building Materials & Construction Technology -II	7	7	100 600 300 + 300	50% 50%	3	3
	BI 132	Design Thinking	3	3	50 250 125 + 125	50% 50%	2	3
	BI 142	Evolution of Interior Spaces II	3	3	50 250 125 + 125	50% 50%	2	3
	BI 152	Furnishing	3	3	0 300 150 + 150	50% 50%	0	0
	MDC 003	Environmental Studies	4	4	400 0	50% 50%	3	0
	TOTAL		30	30				12

Second Year **B. Interior Design**

Second Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal	External	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 211	Design Studio – III, ,Computer Application I, Principles & Elements of Design, & Communication skills	15 (9 +6)	15	0 (450 + 450)	1500 900 + 600 (300+300)	50%	50%	0	6
	BI 221	Building Materials & Applications - I	4	4	100	300 150 + 150	50%	50%	3	0
	BI 241	Interior Environmental Analysis	3	3	50	250 125 + 125	50%	50%	2	3
	BI 251	Building Services - I	3	3	100	200 100 + 100	50%	50%	3	0
	BI 281	Space & Furniture Design-I	2	2	0	200 100 + 100	50%	50%	0	3
		Value Added Courses (Foreign Language)	3	6	0	300 150 + 150	50%	50%	0	0
	TOTAL		30	33						12

BI 271 Related Study Programme 2 Credit

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal	External	Weightage Internal	ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 212	Design Studio – IV, Computer Application II, & Theory of Design	16 (12+4)	16	0 (600 + 600)	1600 1200 + 400 (200+200)	50%	50%	0	6
	BI 222	Building Materials & Applications - II	4	4	100	300 150 + 150	50%	50%	3	0
	BI 242	Landscape for Interiors - I	2	2	50	150 75 + 75	50%	50%	2	3
	BI 252	Building Services -II	3	3	100	200 100 + 100	50%	50%	0	3
	BI 272	Space & Furniture Design-II	3	3	100	200 100 + 100	50%	50%	3	0
		Value Added Courses	2	4	0	200 100 + 100	50%	50%	0	0
	TOTAL		30	32						12

Third Year B. Interior Design

Third Year

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory	Sessional Internal	Sessional External	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 311	Design Studio – V	16	16	0		1600 800 + 800	50%	50%	0	6
	BI 321	Revitalization of Arts & Crafts	2	2	100		300 150 + 150	50%	50%	3	0
	BI 331	Specification, Quantity & Estimation	3	3	50		250 125 + 125	50%	50%	2	0
	BI 341	Landscape for Interiors - II	3	3	0		300 150 + 150	50%	50%	0	0
	BI 351	Working Drawing and Computer Application	4	4	50		350 175 + 175	50%	50%	2	0
	BI 361	Elective/Workshop	2	4	0		200 100 + 100	50%	50%	0	6
	TOTAL		30	32							12

Third Year B. Interior Design Stage - 2

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory	Sessional Internal	Sessional External Viva	Weightage Internal	Weightage ETE	Exam Duration	Field Trips / Semester
Spring Semester	BI 312	Practical Training	28	0	0		2800 1400 + 700+700	50%	50%	0	0

Fourth Year **B. Interior Design**

Fourth Year **Subject to Approval**

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Autumn Semester	BI 411	Design Studio – VII	16	16	0 1600 800 + 800	50% 50%	0	6
	BI 431	Retail Design & Visual Merchandising	3	3	50 250 125 + 125	50% 50%	2	0
	BI 461	Elective/Workshop	2	4	0 200 100 + 100	50% 50%	0	3
	BI 471	Interior Imaging & Branding	3	3	100 200 50 + 50 100 + 100	50% 50%	3	0
	BI 481	Professional practice	3	3	100 200 100 + 100	50% 50%	3	0
	BI 491	Conservation, Restoration & Readaptation	3	3	10 0 200 100 + 100	50% 50%	3	3
	TOTAL		30	32				12

	Course Code	Course Title	Credit	Contact Hours/ Week	Exam Theory Sessional Internal External Viva	Weightage Internal ETE	Exam Duration	Field Trips / Semester
Spring Semester	D 412	Dissertation/Thesis	24	24	0 2400 1200+600+600	50% 50%	0	12
	D 422	Advance Elective -I	3	3	0 300 150 + 150	50% 50%	0	0
	D 432	Advance Elective -II	3	3	0 300 150 + 150	50% 50%	0	0
	TOTAL		30	30				12

First Year B. Interior Design

BI 111 Design Studio-I	**10 - 10**

Focus:

A. Exploring principles of space making, introduction to the built environment and its creative exploration.

B. Learning techniques and skills to represent different objects through 2D & 3D geometry.

Objectives

- To deliver an introduction to architecture through analysis of building elements, such as floors, walls, doors, stairs, rooms, etc.
- To have an understanding of relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in design.

Contents

- Introduction to subject. Getting acquainted with necessary instruments of drawing. Learning to draw straight and curved lines with different qualities.
- Learning good lettering to improve and maintain quality of presentation.
- Learning meaning of terms `Plan' & `Elevations' and using them for drawing simple objects through `Orthographic Projections'.
- Learning theory of `Orthographic Projections' and drawing projections of points, lines, geometric solBIs.
- Drawing - Drawing sheet sizes, composition, fixing. Simple exercises in drafting, point and line, line types, line weights, straight and curvilinear lines, dimensioning, lettering, borders, title panels, tracing in pencil, ink, use of tracing cloth. Portfolio preparation.

- Architectural symbols - representation of building elements, openings, materials, accessories etc., terminology and abbreviations used in architectural presentation.

- Architectural representation of landscape elements such as trees, indoor plants, planters, hedges, foliage, human figures in different postures, vehicles, street furniture etc.; by using different media and techniques and their integration to presentation drawings.

- Measuring and drawing to scale - scales and construction of scales, simple objects, furniture, rooms, doors and windows etc. in plan, elevation and section etc. reduction and enlargement of drawings.

- Dealing with sections of simple geometric solBIs and their combinations.
- Learning principles of development of lateral surfaces of sol BIs, applying them to work out and drawing developed surfaces of simple geometric sol BIs and using them to make models of some of them.

- Auxiliary orthographic projection of solBIs and its application to sections of solBIs by inclined plans.
- Principles of space - making.
- Abstract sketches, model making, pencil and ink drawing, BIea of human scale: methods of measurement.
- Site visits, experiential exploration of built environment, Case Studies.
- Measure drawings, analytical studies to understand building order, anthropometric content in design inputs lectures on factors affecting design and design disciplines.
- Mental and visual 3D perception

Outcome

- Students will learn about observation and logical skills to involve understanding of a space creation.
- Students will learn desired written and presentations skills to express their designs.
- Students will able to visualize the BIea and concept with expression of thoughts via appropriate communication method.
- Students should learn all aspects of **technical representation of drawings** to express and document their design projects through graphical communication.
- Students will be able to express all drawing contents through all taught mediums of communication.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L.Peterson**, Design Basics for Creative Results**, F&W Publications, Inc. Noone, Donald.J, Creative Problem solving, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.
- Bhatt, N.D. and Panchal V.M. **Engineering Drawing: Plane and SolBI Geometry**, 42nd ed. Charotar Pub., Anand, 2000

BI 121 Building Materials & Construction & Technology - I	6 - 6

Focus: Understanding of basic building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as mud, brick, stone, bamboo, timber, etc. and methods of preservation, treatment and types of uses.
- To help students understand the basic building elements, their function and behavior under various conditions with specific reference to 'load bearing construction' and simple non RCC frame structure.
- To develop strong sense of perception, understanding the basic principles of construction and materials.
- The emphasis should be on teaching the fundamental principles and constructional details suitable for Indian conditions.
- Students will be encouraged to study both in classroom and also outsBIe at work sites in order to get the practical exposure.

Contents:

Construction

- Structural and nonstructural building elements and Terminologies.
- Basic wall section of load bearing and framed structures.
- Introduction to various tools and equipment's commonly used in construction
- Types of Masonry construction in brick and stone.
- Bamboo construction Methods.
- Stone construction joinery details.

Materials

Visual Qualities of Materials (Survey), Finishes through Colour and Texture, Developing Sample of textures, Perception regarding Design Visual

Mud: Fundamentals of soil science, types of soils, principles of soil stabilization, types of stabilizers, requirements and types of mud wall building and surface protection, advantage and disadvantage of mud construction.

Stones: Dressing of stones, characteristics of stones, testing of stones, uses of stone. preservation of stones, deterioration of stones, behavior of stone, fabrication, physical and chemical properties, selection of stones, types of stones.

Bricks: Types of bricks, Classification of bricks, Characteristics, Ingredients of bricks, Forms of bricks, Types of bonding in bricks.

Bamboo: Bamboo as plant classification, species, geographical distribution, anatomy of bamboo, properties, strength, processing, harvesting, working of bamboo tools, treatment and preservation of bamboo, uses of bamboo.

Timber:	Classification of trees, structure of trees, characteristics, seasoning of timber, defects and diseases, decay of timber, preservation, fire resistance, conservation of timber, storage of timber, uses of timber, manufacturing process of timber, hard wood, soft wood, advantages of timber construction.

Outcome

- Students learn about construction of the building using intelligence, bamboo, brick, stone through drawing case study.
- Students will learn basic understanding of materials with respect to building components and their construction methods.
- Students will get practical experience of making small shelter structures.
- Students will learn making of plan, elevation and section along with sketches and details showing methods of construction.
- Students will also get to know some analysis fundamentals skills required for selection of materials as per design requirements.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi, 1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 131	Basic Structure Design	3 - 3

Focus: Behavior of building elements and basic structural systems.

Objectives

- Understanding importance of structure and its contents with respect to behavior and language of building elements and components.
- To understand and link knowledge of architecture, civil engineering, statics and material in a natural way.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.
- Functions of structures. Primary and secondary forces acting on structures – gravitational force, live load, wind, temperature variation. Types of supports & their characteristics.
- Analysis & design – Design criteria.
- Primary elements of structure and their behavior.
- Factor of safety & factors affecting it. Characteristics of structural design – strength, stiffness and stability. Discussion on factors affecting them and ways of satisfying these requirements.
- Study of behavior of structures through models and testing them for given load.

Outcome

- Enable students to understand the concepts of building Structures.
- Students shall understand about the structural action of various elements.
- Students will have sufficient knowledge about various long span structures.
- Students should understand freedom of creativity, and encourages exploration, cooperation and discussion in the multi-genre science in which architecture is located.
- Student should learn that, the architecture and structure create a homogeneous unit, if the structure is not an obstacle to perceive the work and the architectonic shape creates a logical structural solution.
- Students will able to handle basic structure problems with Perception of structure, which is connected with a typological kind of a building, its size and function.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Rowland J. Main stone: **Development of Structural Form**
- Rangwala : **Engineering Materials**
- S.P.Bindra, S.P.Arora, **Building Construction**
- B.C. Punmia : **Strength of Materials vol - I**

BI 141 Evolution of Interior Spaces I	3 - 3

Focus:
The course emphasizes on developments of interior elements in response to social, religious, aesthetic and environmental factors. The course focuses on the three dimensional forms, plan forms and ornamentation.

Objectives

- To understand the effect of design movements and various schools of thought on interior environment.
- This investigation in the historical imperative in relation with design should be used by the students as an aBI to the design process.

- To understand the historical progression of art and architecture in India and its application to formulate themes and concepts for contemporary designs.

Contents

- Elements of style and determinants of Interior environments in Egypt, Mesopotamia, Babylonia, Chinese, Japan, Greece, Rome and Europe in Early Christian, Romanesque, Gothic, Byzantine, Renaissance, Baroque and Rococo periods.
- An overview of Victorian, Elizabethan, art Nouveau arts and crafts, Cubism, surrealism, Romanticism etc. Forces of industrialization in Europe, changes in social structure, production systems, changes in technology and its impact on the life styles, arts and crafts and interior environments.
- Elements of style, interior environment, furniture etc in Jammu and Kashmir, Southern India, Gujarat, Rajasthan, Himachal Pradesh, states of North eastern India, Maharashtra, Uttar Pradesh, Orissa etc.
- History of modern movement in interior Design and architecture - developments of modern
  movements - various fields of design affecting interior ambiences directly - international modernism, regionalism and concerns with vernacular etc.
- Designers and their works with respect to interior architecture and interior elements of design. Contemporary expressions of styles and art forms.

Outcome:

- The knowledge to BIentify the common characteristics among the monuments of a particular style.
- Graphic skills to present and analyze the elements and explain its composition.
- Knowledge on good practices of Interior Design in the past.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- John F. Pile, **A history of interior design**, 2nd edition, Laurence King Publishing, 2005.
- Jeannie Ireland, **History of Interior Design**, air child publications, illustrated ed., 2009.

- Elaine, Michael Dywer, Christopher Mackinnon, Norman A. J. Berisford Denby , **A History of Interior Design**, Rhodec International, 1983.
- Giedion Sigfried, **Space, Time and Architecture: The growth of a new tradition**, 4th ed. Harvard University Press, CambrBIge, 1962.
- Tadgell Cristopher, **The History of Architecture in India: From the dawn of civilization to the End of the Raj**, Om Book Service, New Delhi, 1990.
- Rowl Bejamin, **Art and Architecture of India.**
- Francis D.K. Ching, **Interior Design**, John Wiley & Sons, New York

BI 151 Basic Design	8 - 8

Focus:

The course introduces the fundamental techniques of concept sketches, design development sketches, presentation sketches, presentation renderings and architectural drawing and develops the appropriate skills for visualization and representation.

Objectives

- To create understanding and hands on skill based modes & methods of workshop art and its recording & analysis.
- To have knowledge of anthropometric content in Design, method of measurement. Human scale and proportion.
- To develop analytical thinking through exercises in fundamentals of composition, graphics, research and design process.
- To introduce representation and design drawing techniques and to facilitate effective visual communication.

Contents

- Comprehensive understanding of the design field: relationship of basic design to architectural design and design field in general. Performance requirements and criteria for judgement of design.
- Simple exercises of object drawings - natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.
- Introduction - Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling.
- Interiors and furniture sketching - Interior still life, perspectives, lighting & composition, textures and details, material expressions, indivBlual pieces of furniture, elevations & plans etc. using different media. Drawing from photographs.
- Observation and its expression: Field, mode and methods of observation, recording and analyzing observations: its expression.
- Visual perception, Bleas as abstraction. Graphic tools to express abstraction (geometric content); and abstraction of environmental and architectural observation.
- Human dimension: Anthropometric content in design, methods of measurement, BIea of human scale and proportion.
- Basic shelter: Understanding of basic shelter and its related factors through chosen examples, methods of learning.
- WORKSHOP: - Hands on practical training and creation of 3D structures to express innovation and supernatural BIeas.

Outcome:

- Enable students to learn the various tools used in carpentry, metal work, masonry, painting etc. and get a reasonable skill in handling the materials and tools there off.
- Students will get an opportunity to see directly the craftsmen's work, and interact with them face to face.

Examination Pattern:

- Theory: 0 %
- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Ching, Francis D.K. **Architecture Form, space, and Order**, 2nd ed. Van Nostrand Reinhold, New York, 1996.
- Hanks, A.DavBl. **Decorative Designs of Frank Lloyd Wright**, Dover Publications, Inc. New York, 1999.
- Helper, E.Donald, Wallach, I.Paul. **Architecture Drafting and Design**, 3rd ed. McGraw-Hill Book Company, New York, 1977.
- John.F. Pile, **Color in Interior Design**, Mc-Graw Hill professional, Ist edition, 1997
- Johannes Item, **The Art of color**, John Wiley & Sons; Revised edition, 1997
- Jonathan Pore, **Interior Color by Design, Volume 2: A design tool for Home owners, Designers and Architects**, Rockport publishers, 2005.
- Ethel Rompilla, **Color for Interior Design**, Harry N. Abrams, 2005.
- Itten, Johannes. **Design and Form: The basic course at the Bauhaus**, Thames and Hudson Ltd., London 1997.
- Krier, Rob. **Architectural Composition**, Academy Editions, London, 1988.
- Meiss, pierre Von. **Elements of Architecture: Form to place**, E and FN Spon, London, 1992.
- Pipes, Alan**. Drawing for 3-Dimensional Design**. Thames and Hudson Ltd., London, 1990.
- Smithies, K.W. **Principles of Design in Architecture**. Chapman and Hall, 1983.
- Wucius, Wong. **Principles of two Dimensional Design**. Van Nostrand Reinhold 1972.
- aureen Mitton, **Interior Design Visual Presentation: A GuBIe to graphics, models and presentation techniques**, 3rd edition, wiley publishers, 2007

- Mogali Delgade Yanes and Ernest Redondo Dominquez, **Freehand drawing for Architects and Interior Designers**, ww.Norton & co., 2005

- Francis D.Ching, **Design Drawing**, Wiley publishers Moris, I.H.Geometrical Drawing for Art Students.

- Thoms, E.French. **Graphics Science and Design**, New York: MC Graw Hill.

- Nichols, T.B. and Keep, Norman. **Geometry of Construction**, 3rd ed. Cleaver - Hume Press Ltd., London, 1959.

- Gill, P.S. **T.B. of Geometrical Drawing**, 3rd ed. Dewan Suhil Kumar kataria, Ludhiana, 1986.

- Shah, M.G., Kale, C.M. and Patki, S.Y. **Building Drawing: with an integrated approach to built environment**, 7th ed. Tata Mc Graw Hill Pub., Delhi, 2000.

- Bies, D.John. **Architectural Drafting: Structure and Environment** Bobbs -

Merril Educational Pub., Indianapolis.

- Nelson, A. John. **H.B. of Architectural and Civil Drafting**, Van Nostrand Reinhold, New York, 1983.

- Francis D. Ching - **Architectural Graphics**, Wiley publishers, 2002

BI 161	Colour Theory & Techniques	2 - 2

Focus: Physics, physiology and psychology of colours – visible spectrum, coloured light, colour temperature, colour interaction, colour blindness

Objective: To study and understand the importance of colours and its implementation in Design.

Content:

- Colour Systems: Colour aBI system and colour systems in practice, simplified colour system, colour terminology, special colour issues, mixed colour effects, effects of texture, using colour systems.
- Colour wheel – primary, secondary, tertiary colours, colour wheel, colour schemes colour value, intensity, and modification of colour hues – tints, shades, neutralization. Colour charts – types, making and using. Colour harmony, use of colour harmony.
- Psychological impact of colour – warm, cool and neutral colours, impact of specific hues, meanings from colour, colour and form, colour and light, colour and surface qualities, colour and distances and scales. Problems with colour. Use of colour in various functional contexts – ResBIential interiors, Non ResBIential interiors. Use of colour in special situations – out door/indoor spaces, accessories, art works etc.
- Colour in Historic Interiors – Ancient Egypt, Greece, Rome, Early Christian and Byzantine, MBIdle Ages, Renaissance, Colonial America, Victorian Era, Eclecticism, Art Deco, Modernism, Post Modernism.

Outcome:

Students will understand colors and its implementation in design.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Randall whitehead, **The Art of living**
- Source book- Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, Lighting design in Architectur**

BI 112 Design Studio-II	10 - 10

Focus: To shape spaces through an understanding of elements that builds a design language and continuing from previous semester, reinforcing the understanding & importance of representing different objects through 2D & 3D geometry and learning more complex skills in the same direction.

Objectives

- To have emphasis on relationship between the human body, scale and the built environment, context, creative and exploratory responses, scale and proportion, basic organizational principles, abstraction, order, constants and variations and design as a response.
- To teach design parameters with respect to site and environment.
- To design space through program, site analysis, area volume diagrams.
- To understand documentation of site, site analysis and basic report writing.
- Understanding importance of technical drawing as medium of communication as basic vocabulary in architecture and learning techniques & skills to represent different objects through 2D & 3D geometry thus developing visualization of geometric forms to use it in designing.

Contents

- Principles of abstraction, spatial ordering, kinds of form and their principles of combination light and perception of space and form.
- Elements of architecture, spatial order, modulation of space, space structure form co-relation, program interpretation, choice of theme, abstraction, spatial scales, ordering mechanisms, evolution of form.
- Different ways of presentation of solBIs in 3D projections, like Axonometric & Isometric.
- Studying sciography and methods of representing it in 2D projections.
- Applying sciography to 3D geometrical projections especially Isometric projections.
- Understanding basic principles of perspective drawings – relatively realistic way for presentation. Introduction of basic elements such as station point, picture plane, eye level, center of vision, cone of vision, vanishing points etc.
- Drawing one point and two point perspectives through
    - Plan and Elevation method
    - Plan and vanishing points method
    - Measuring point method.

Outcome

- Enable students to emphasis on analytical skill to develop design and its management.
- Student shall gain depth knowledge of visualization and enhanced conception of BIeas.
- Enable students to understand shades and shadow, solar path and its relation to build masses.
- Students shall learn perspective drawing in 2D & 3D projection to accumulate space drawings with measurements.

Examination Pattern:

- Sessional: 100 % {(25 % Internal continuous assessment + 25% External: Architectural Graphic and Techniques I) + (25% Internal continuous assessment + 25% External: Design Studio I) }

Reference Books:

- John. F. Pile, **Perspective for Interior Designers**, Watson - Guptill, 1989.
- Ernest. R. Norling, **Perspective made easy**, Dover publications, 1999
- Joseph D, Amelio, **Perspective Drawing Hand book**, Dover publications, 2004

BI 122 Building Materials & Construction Technology-II	7 - 7

Focus: Understanding of advanced building elements, building materials, & construction process.

Objectives

- To have an understanding of the properties, characteristics, strength, manufacture, processing and application of materials such as paint, glass, tiles, lime and timber boards, etc. and methods of preservation, treatment and types of uses.
- To understand both in general and in detail the methods of construction by using Timber products such as ply wood.
- To understand in detail, the methods of construction by using basic materials such as clay products and natural timber for structural and non- structural components.
- To understand building industry through various market surveys.
- To gain basic knowledge of hardware, plumbing and sanitary products through case studies.

Contents

- Brick masonry (continued) – acute / obtuse angled joints, cavity wall construction.
- Types of foundation.
- Lintel & arches – types and their construction.
- Simple wooden joinery
- Construction details in door, window and staircase.
- Ferrous & nonferrous materials iron, steel, market forms of steel, aluminum and copper.

Outcome

- Student will learn Introduction to concrete technology and its materials i.e. composite buildings, complex buildings and steel buildings.
- Student also learns construction of Basic building elements such as door, window, stair-case, floor, roof, dome and vault etc.
- An understanding of basic services and hardware and sanitary equipment's for construction methods.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub.

Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 132 Design Thinking	3 - 3

Focus: Behavior of Design and creativity of thinking. The course introduces the different tools and techniques of creativity as applicable to problem solving in design

Objectives

- Understanding importance of Creative thinking in Design, its contents with respect to behavior and language of building elements and components.
- To understand and Join knowledge of architecture, civil engineering, statics and material in a natural way.
- To introduce lateral thinking and facilitate innovative design solutions.

Contents

- Glossary of technical words, natural structures and intuitive understanding of their behavior, their relationship with manmade structures.

- Thinking techniques - Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking. Simple exercises based on thinking techniques
- Tools and techniques of creativity - mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, provocation, movement, setting up provocations, sensitizing techniques, group or indivBlual techniques. Simple design exercises.
- Problem statements - Brain writing with unrelated stimuli, BIea mapping, random input, story boarding exercises, problem solving techniques - DivBIe and conquer, hill climbing strategy, means -ends analysis, trial and error, brain storming, morphological analysis, method of focal objects, lateral thinking, steps developed by Polya, Dekker, De Bono and others, research, analogy, reduction (complexity), TRIZ, Halpern‟s techniques etc. Simple Design exercises
- Functions of design.
- Creative solutions applicable to designs - Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process - conceptual design, embodiment design, detail design, Iterations

Outcome

- Enable students to understand the concepts of design in architecture.
- Apply the concepts of action of forces on a body and design.
- Enable students to think in creative ways.
- The concepts of elastic constants and its applications for various types of problems with thorough understanding of creative thinking.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Geoffrey Broadbent. **Design in Architecture**, London:D.Fulton
- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- Edward De Bono, **Lateral Thinking**
- James snyder and Anthony Y catanse, **Introduction to Architecture**, Mc Graw-Hill Book company, New York, 1979.
- Bryan L. Peterson**, Design Basics for Creative Results**, F&W Publications, Inc.
- Noone, Donald.J, **Creative Problem solving**, Hauppauge, 1993.
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new Bleas**, Harper Collins publishers, 1992.

BI 142 Evolution of Interior Spaces- II	3 - 3

Focus:

The course provBles a framework to analyze and design furniture forms scientifically and sensitizes the student's visual perception of furniture as a single form and as a system in a given interior space.

Objectives

- Imparts the knowledge of various styles, systems and products available in the market. Enhances the knowledge of ergonomics, materials, design and working parameters in designing furniture.
- Develops systematic design approach and space planning through furniture as elements of design.

Contents

- **Ancient Furniture(**Assyrian Egyptian, Greek and Roman Furniture**)**
- **The MBIdle Ages,** Byzantine, Romanesque, Gothic
- **Chinese Furniture:** Sources of information, Form, Colour, Materials, Surface decorations, Types of furnitures
- **17th Century 1600-1700 --Age of cabinets:** Introduction & Elements of style
- **Early 18th Century 1700-1760 New forms& Evolution of Mirrors** Introduction & Elements of style
- **Late 18th Century 1760-1800 Neo-Classicism:** Introduction & Elements of style
- **Early 19th Century 1800-1840:** Introduction & Elements of style
- **MBI 19th Century 1840-1900 Turmoil & progress:** Introduction & Elements of style
- **Art & Crafts 1880-1920** Reaction to Industrialisation
- **Art Nouveau 1880-1915 Age of Transition**
- **Art Deco 1919-1940**
- **Modernism 1925- 1970**
- **MBI century modern 1945-1970**
- **Post modern & Contemporary 1970 .**
- **Craft & Technology**

Outcome

- The students understand Indian architecture as a response to the political and socio cultural conditions present in India at different points of time.
- The architectural responses will be understood with respect to technology style and character.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Joseph Aronson, **The Encyclopedia of Furniture**: Third Edition 1961
- Bradley Quinn, **MBI-Century Modern: Interiors, Furniture, Design Details**, Conran Octopus Interiors, 2006.

- Jim Postell, **Furniture Design**, Wiley publishers, 2007.
- Edward Lucie-Smith, **Furniture: A Concise History (World of Art)** , Thames and Hudson, 1985
- Robbie. G. Blakemore, **History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe**, Wiley publishers, 2005.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995

BI 152 Furnishing	3 - 3

Focus: The course provBIes a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.

Objective

Imparts the knowledge of various styles, systems and products available in the market.
Enhances the aesthetic perception, materials, design and working parameters in designing products and accessories.
Develops systematic design approach and integration of designed furnishings with the interior.

Contents

Role of furnishings in interiors. Integration of furnishings in interior design. Orientation to sociocultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.
Soft Furnishing: Meaning, Importance – relationship of furnishings with space, selection and use of furnishings – functional and decorative.
Care and Maintenance of Soft Furnishings: Stain removal, mending and darning, laundering, storage of furnishings.
Home Furnishing , Study of Window, Window treatments: curtains & draperies
Upholstery – covering materials and other items
Fittings for Doors & Windows, Ventilators:

Outcome

The course prepares the student for mass production of decorative furnishings and products for various life styles of people with the parameters of economy.

Examination Pattern:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and DavBI Vleck, Designer‟s **GuBIe to Decorative Accessories**, Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of**
- **material selection in product design**, Butter Worth Heinemann, 1st edition, 2002.
- International Design Yearbook, 1995: **Furniture, Lighting, Tableware, Textiles and Products**, Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development**, McGraw-Hill Education Singapore; 4th edition, 2007

- William LBIwell, Kritina Holden, Jill Butler ,**Universal Principles of Design**, Rockport publishers, 2003.

- June Fish, **Designing and Printing textiles**, Crowood press, 2005

- R.W.Lee, **Printing on Textiles by Direct and Transfer Techniques**, Noyes Data Corporation, 1981

- Marypaul Yates, **Fabrics: A guBIe for architects and Interior Designers**, Norton publishers, 2002.

- Corky Bingelli, **Materials for Interior Environments**, John wiley and sons, 2007

MDC 003 **Environment Studies**	**4 - 4**

Focus: Architecture and Interior Design as a system of environmental control

Objective

- To study human heat balance and comfort.
- To familiarize students with the design and settings for buildings for daylight and factors That influence temperature
- To inform about the air pattern around buildings and the effect of wind on design and siting of buildings
- To expose the students to the various design strategies for building in different types of climatic zones.

Contents

- Ecology & environment
- Climate- factors affecting, classification, modes of measurement, assessment tools
- Climate change & Carbon footprint
- Comfort- factors affecting, theories and proposed modes of measurement, assessment tools
- Introduction to building physics & Green buildings.

Outcome

- Understanding of thermal balance in human beings
- Designing climate responsive structure
- Conceptual understanding of air flow in buildings

Examination Pattern:

- Continuous Evaluation MBI Term 1: I hour duration 25 marks Weightage: 12.5%
- MBI Term 2: I hour duration 25 marks Weightage: 12.5%
- End Term: 3-hour duration 100 marks Weightage: 50%
- Field work and Report writing: ----- Weightage: 25%

Second Year

BI 211	**Design Studio – III**	**16 - 16**

Focus:
A. Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the resBIential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for ResBIences depending on different concepts
- Need and Importance of interiors in ResBIential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being BIentical.
- ResBIential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the resBIential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confBIence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

BI 221	Building Materials & Applications - I	4 - 4

Focus: The course provBIes information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi, 1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at indiv BIual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humBI climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

BI 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bBIet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of resBIence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxBlation, sewage treatment, oxBlation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HBI s, neon lamps and their lighting characteristics, Design consBlerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

BI 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and BedsBIe table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, ResBIential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.

The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
-

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, DavBI Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program
Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

BI 212	Design Studio IV	16 - 16

Focus: A. ResBIential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of gr BIs, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with ConfBIence: A step-by-step guBIe**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

BI 222	Building Materials & Applications II	4 - 4

Focus: The course provBIes information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber - properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- resBIential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: Heat Ventilation and Air Conditioning (HVAC)
Air cooling and air conditioning, planning and design consBIerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grBI. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions, Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan DavBI, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- DavBI Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

BI 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 272	Space & furniture design-II	3 - 3

Focus: ProvBIes an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, DavBI Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

BI 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur –** Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***GuBIelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

BI 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

BI 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, resBIential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.

- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.

- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.

- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

BI 361	**Elective / Workshop**	**2 - 4**

STAGE II

BI 312	**Practical Training**	**0 – 28**

Objectives:
To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.
To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candBIate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candBIate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candBIate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.
A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)
No candBIate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

BI 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara, ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

BI 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: ProvBIes an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

BI 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wBIe exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collection and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- IndivBIual student's presentation in 10 PowerPoint slBIes – first draft and discussion.
- DecBIing the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slBIes and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- IndivBIual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

BI 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which prov BIe the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

BI 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: BIea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.
- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIBI) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIBI as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – DavBI Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

BI 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:
Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:
Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:
Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:
Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation, Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:
Prevention of deterioration, Preservation of the existing state, ConsolBlation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction
Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:
Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:
Assignments, tests, quiz and end term exam.

References:

- Fielden, Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.
- Fielden, Bernard, ***GuBlelines for Conservation***, 1989, INTACH, New Delhi.
- Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.
- Salvador Munoz-Vinas , ***Contemporary Theory of Conservation*** , 2005, Elsevier.
- Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- GuBling Principles 2007***, Getty Conservation Institute. Los Angeles.
- Jukka Jokilehto , ***A history of architectural Conservation*** , 1999, butterworth Heinemann.

BI 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/valBlity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, DavBI Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), CambrBIge University Press, 1984.

BI 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

BI 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provBIes a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapBI prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and DavBI Vleck, **Designer‟s GuBIe to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William LBIwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

BI 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guBIelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

BI 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroBI filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view-**The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography-**Photographing buildings**, DavBI Wilson, Rotovision

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

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Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

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Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking. Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing*. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry*. Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites http://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning*. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor*. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods*. Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion*. Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction*. Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

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Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**

Course code: MM 141

Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000*. Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

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Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series)*. Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry 30-0-30-3
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume*. Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz 4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics*. Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rd edition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion)*. Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition*. Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess*. Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition)*.John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand*. Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets*. Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**

1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice*. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture*. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture)*. A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers*. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
   b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
   c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
   d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture*. Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: **Instructional Methodology:**

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow.**(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products**(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level**.**

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243

Pre-requisite(s): **MM 111** Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting*, *Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000),*Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship"*,Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

SESSION 2020-2021

Academic Curriculum

(2020-21 Onwards)

BACHELORS OF DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme									Autumn Semester		
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
AUTUMN SEMESTER	FD20.101	Design Concepts-I	1	-	4	5	5	3	50	-	50
	FD20.111	Drawing & Color	1	-	4	5	5	3	50	-	50
	FD20.121	Material and Process	1	-	2	3	4	3	50	-	50
	FD20.131	Communication Design- I	1	-	4	5	3	3	30	20	50
	FD20.141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50
	UC19.101	Social and Professional Ethics	3	-	-	3	2	3	10	40	50
	CBCS						3				
	Sub Total		12	-	16	28	25				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Foundation Programme											Spring Semester
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
SPRING SEMESTER	FD20.102	Design Concepts-II	2	-	6	8	5	3	50	-	50
	FD20.112	Visualization and Representation	2	-	6	8	5	3	50	-	50
	FD20.122	Material-Exploration and Prototyping	2	-	4	6	4	3	50	-	50
	FD20.132	Communication Design - II	1	-	4	5	3	3	30	20	50
	FD20.142	History of Art & Culture-II	2	-	2	4	4	3	30	20	50
	UC19.102	Communication Skill	2	-	-	2	2				
	Sub Total		9		22	31	23				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**

Course Code: FD20.101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher
- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD20.121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci , Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process

Course Code: FD20.131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD20.141 **L-T-P-C**

1-0- 4- 3

Course Objectives:

The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.

- Basics of photography, composition and different aspects of photography.
- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD20.151

L-T-P-C
2-**0-2-3**

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context.
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads-Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics

Course Code: UC19.101 **L-T-P-C**

3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of 'I' and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD20.102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD20. 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD20. 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD20. 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:

The course has an emphasis on how meaning is constructed and communicated through digital media. Students continue to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and the integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator/ Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field, Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication

- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD20. 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 203	Textile Study - I	2	-	2	4	**3**	3	25	25	50
	FD 213	Basics of Pattern Making & Draping	2	-	4	6	**4**	4	30	20	50
	FD 223	Basics of Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 233	Fashion Illustration & Presentation (Women's Wear- Casual)	1	-	4	5	**3**	3	50	-	50
	FD 243	Fashion Materials and Explorations	1	-	2	3	**2**	3	30	20	50
	FD 253	Fashion Studies- I (Women's Wear- CASUAL)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	6	6	**3**		50*	-	50#
	FD 263	Introduction to Computerized Fashion Design	1	-	2	3	**2**	2	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

Note: - Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Textile Study I **34-0- 30- 3**

Course Code: FD 203

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion,* Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

  1) http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html,
  2) http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/
  3)http://www.slideshare.net/abiramprince/textile-fibers
  4)http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp
  5)http://www.slideshare.net/mohnishmadkaikar/fabric-study,
  6)http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/
  7) http://www.yarn.com/webs-knitting-crochet-yarns-fiber/

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Basics of Pattern Making & Draping **34-0- 30- 3**

Course Code: FD 213

Pre-requisite(s): Material Studies II

Course Objectives:

- To enable the students to know about textile fibers and their properties.
- To understand yarns and their structure.
- Weaving process, types of weaves.

Course Description:

- **INTRODUCTION TO TEXTILE FIBRES: (08-06)**

  Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers.

- **YARNS & PROCESSES: (08-06)**

  Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.

- **WEAVING: (08-08)**

  Types of looms, Weaving Process, Types of weaves: Plain, Twill, Satin, Basket, Pile Weave, Cut Pile, Uncut Pile etc. weaves and their characteristics. Understanding the properties & uses of commercial fabrics. Classification and fabrics in the weaves: Crepe Weave, Double Cloth Weave, Gauze Weave, Swivel Weave, Lappet Weave, Dobby Weave, Jacquard Weave etc.

- **KNITTING: (06-08)**

  Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of kitting. Identification of knitted fabrics.

- **TEXTILE DIRECTORY: (04-02)**

  Fabrics collected in different weaves learnt with full details of its characteristics, properties and uses. Structure and fluidity taken into consideration with the category of fabrics.

. **Learning Outcomes**:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation and Class Assignments. Fabric Analysis File.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
- The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudsen, published in United Kingdom.
- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher.
- Johnson, (Year 201)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia (2013) *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International; 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser , Mary (2003) , *World Textile: A Concise History*.Thames & Hudson
- McDonald Fiona , *Textiles, A History* , Remember when Publishers.
- Cadigan,Erin (2014) *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Private Ltd.
- Young , Deborah, (2013) *Swatch Reference Guide for Fashion,* Bloomsbury Publication India Pvt. Ltd, 2nd Revised Edition

Other Study Materials:

- Website

  1) http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html,
  2) http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/
  3)http://www.slideshare.net/abiramprince/textile-fibers
  4)http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp
  5)http://www.slideshare.net/mohnishmadkaikar/fabric-study,
  6)http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/
  7) http://www.yarn.com/webs-knitting-crochet-yarns-fiber/

- Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Autumn Semester

Title of Course: Basics of Garment Construction **L-T-P-C**
Course code: FD 223 **0-0-96-3**
Pre-requisite(s): Basic hand sewing, handling of sewing machine and fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization.

Course Description:

Machine Sewing: Operation, Stitch Practice and Types of Stitches. **(00-10)**
Garment Construction Methods and Techniques
1) Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation **(00-21)**
2) Seams (Plain, French, Mock French, Flat Fell)
3) Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes. **(00-10)**
4) Circular lines and Angular lines and corner finishes. **(00-10)**
5) Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) **(00-15)**
6) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers. **(00-10)**
7) Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt Assembling a skirt and bodice with sleeve attachment. **(00-20)**
8) Construction of a casual Wear Garment

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.
- Construction of a casual wear Garment

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
3 .Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction*. Ava Publishing
5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

Course Work: 50% weightage. Practical laboratory course work.
End Term Examination: 50% weightage, Practical examination conducted for the Laboratory assignments.

Other Study Material:

Direct reading and interest based resource: Trend forecast magazine like Donna collezioni and Bambini, technical magazine like stitch time, and Trend Forecast and Fashion and Trend side: WGSM on web
Visit to design studio, workshop garment units and garment fair/exhibition, Fashion Week in India
Attending workshop organized by promotional bodies and fashion forums

Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824,
http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

Handouts: As indicated by course instructor.

Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year

Autumn Semester

L-T- P- C

16-0-64-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Casual)
Course Code: FD 233
Pre-requisite(s): Basic understanding of human Anatomy

Course Objectives:

- Observe, analyze and apply the basic elements, principles and skills of visualization, presentation and actualization to body types, form and movements in context of women's casual wear.
- Develop an understanding of three dimensional representations and realization of Women's Casual wear through illustration and rendering techniques.
- Present and communicate visually.

Course Description:

- Human (women) body types, anatomy-(face, hair, hands & feet) and body movements. **(4-10)**
- Comparative study between human & fashion figure proportion. **(2-10)**
- Flat sketching, garment details and draping on body. **(2-14)**
- Doodle sheets as per inspiration taken for Women's Casual wear category. **(2-05)**
- Specification sheets for required designs. **(2-10)**
- Range Development. **(4-15)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual communication and presentation.

Reference Books:

- Seaman, Julian. Foundation in fashion design and illustration. London: Batsford, 2001
- Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006
- Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.Blackman, Cally. Hundred years of fashion illustration. London: Laurence King, 2007
- Watanabe, Naoki. Contemporary Fashion Illustration Techniques, Rockport Publishers

- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.
- Lee, Jaeil. Steen, Camille .Technical Sourcebook for Designers. FairchildBooks, 2014.

Evaluation Process:

- *Class Works*: **60% weightage**: It includes the compilation of all classroom assignments.
- *End Term Examination*: **40% weightage**: Range development sheet and flat drawing of the final garment.

Other Study Material:

- Handouts: As indicated by course instructor.

Website references:

- https://fashionary.org/
- http://www.fashionarium.com/post/539040090/step-by-step-fashion-illustration-tutorial-with
- http://www.ralphpink.com/tutorials/cad-fashion-illustration/
- https://www.youtube.com/watch?v=30VuFOym59U
- https://www.youtube.com/watch?v=mGhl18A4Ky0
- https://www.youtube.com/watch?v=2Ws28_OiMNQ
- https://www.youtube.com/watch?v=Zs5ORdQconc
- https://www.youtube.com/watch?v=Iqg5fLBhqfo
- https://www.youtube.com/watch?v=Wr5z5tbwALg

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Autumn Semester

L-T- P- C

Title of Course: Fashion Materials & Exploration **16- 0-32-2**

Course Code: FD 243

Pre-requisite(s): Textile Study II & Material Study II

Course Objectives:

- To enable the students to develop core skills in the understanding & identification of Fiber/Textiles & other materials used in Garment design.
- Innovative and experimental ways of exploring fabrics for fashion
- Sensitive to the concept of fabric and its manipulation in design & fashion.

Course Description:

- Decorative Materials & Trims **(01-02)**
- Fabrics for Fashion **(02-06)**
- Creative Draping, pattern cutting and construction **(01-04)**
- Fabric Manipulation **(01-06)**
- Experimental Methods of using fabrics/fibers **(01-04)**
- Innovative silhouettes **(02-04)**
- List of fashion fabrics **(03-02)**
- Fashion material awareness **(02-02)**
- Build sensitivity towards all of the above **(03-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding and identification of Fabrics and other materials used in garments.
- Apply design learning through innovative and experimental ways of exploring fabrics
- Exhibit, adapt, utilize & investigate the process of building a sensitive approach towards fashion fabrics

Evaluation Process:

- Class Work: 30% weightage. It includes Class Assignments on fiber/fabric/form explorations with documentation.
- Mid Term Examinations: 20% weightage. Two Examinations (Practical) of 20 mark each.
- End Term Examination: 50% weightage on Viva Voce with the Product & Portfolio.

References:

- Akshay Tholia (Year)*Live Textiles- A Practical Approach to Understand Fabrics Vol 1& 2* SARV International 2nd Edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publising

- Braddok Clark Sarah & Omahony Marie (Year 2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson Publishing
- Cadigan, Erin (Year 2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publ India Private Ltd
- Anne Morrel (Part A, B, C, D) 1999, 2000, 2001, 2003 *Indian Embroidery Techniques at the Calico Museum of Textiles, A working guide*, Published by Calico Museum of Textiles Sarabhai Foundation, Ahmedabad
- Colin Gale & Jasbir Kaur,(Jan 2011), *Fashion & Textiles (an overview)*, Berg Publishing/CBS 1st Edition
- Jenny Udale, 2008, *Textiles & Fashion*, Ava Academia Publishing Switzerland
- Gail Baug, 2011,12, *The Fashion Designers Textile Director (The Creative Use of Fabrics in Design)*, Thames & Hudson

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: https://www.behance.net/gallery/16990915/Materials-Exploration-Final
  https://in.pinterest.com/iamshoshannaros/materials-exploration-inspiration/
  https://www.google.co.in/?gfe_rd=cr HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"ei=4D8CV7UFhZbxB-7yiKAE HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-7yiKAE&gws_rd=ssl"& HYPERLINK
  "https://www.google.co.in/?gfe_rd=cr&ei=4D8CV7UFhZbxB-
  7yiKAE&gws_rd=ssl"gws_rd=ssl#q=fashion+materials+fabrics,
  https://www.youtube.com/watch?v=UeYtKhE-58I
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off,

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Autumn Semester

Title of Course: Fashion Studies-I (Women's Wear-Casual) **L-T- P- C**

Course Code: FD 253 **37-0-128-5**

Pre-requisite(s): Foundation Course in Design, Knowledge of Pattern Making, Draping and Garment Construction.

Course Objectives:

- Apply understanding of Fashion Design Process along with Fashion Forecasting and trend study in the Women's wear Casual segment
- Provide advance knowledge in pattern cutting for Casual wear.
- Enable students to address a design brief with relevance to casual clothing.

Course Content:

Design Brief:

Design casual wear for women between 18-22 years for Spring-Summer wear 2017. The inspiration should be taken from Nature following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.

Design:

- Brainstorming with the segment category casual wear **(05-06)**
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Casual wear ensembles, details trims and finishes, Client research. **(05-02)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development **(05-16)**
- Derivations, Scrap book, Doodles. **(06-10)**
- Fabric sourcing and surface development for Casual wear. **(05-02)**
- Selection of the Range and Ensemble to be stitched. **(02-10)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(02-02)**
- Full design process documented **(03-12)**

Design Studio:

- Illustration with Front & Back selected **(00-10)**
- Specification Sheet **(00-02)**
- Material & Cost sheet **(00-02)**
- Pattern making & draping for Casual Wear. **(00-10)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Casual wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-10)**
- Design Realization of one chosen ensemble from a range of five. **(04-14)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (casual) for Spring Summer (S/S)2017
- Apply design learning through construction of a range of chosen ensemble

- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Casual Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.
- Jack Handford (2003) Professional Pattern Making for Designers, Women's wear & Men's Casual wear , Fairchild Books, Spi edition (15 March 2003)
- Author/Year unavailable .*Fashion Source Book*. Blackwell Science Publication
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown
- Marian L Davis 1987. *Visual Design in Dress*. Prentice Hall (2 copies)
- Marilyn J Horn. 1968. *The Second Skin- An Interdisciplinary Study of Clothing.* Houghton Mifflin Company, Boston.
- Margaux Tartauotti. Year unknown. *The Fine Art of Dressing*. Publisher unknown.
- Kathryn Mc Kelvey & Janine Munslow 2003. *Fashion Design, Process, Innovation, & practice*. Blackwell Publishing

Other Study Materials:

- Handouts: As indicated by subject teacher
- Websites: www.fdci.org , www. **HYPERLINK "http://www.casualclothing.dk/"casualclothing** HYPERLINK "http://www.casualclothing.dk/".dk/ , www.the **HYPERLINK "http://www.thecasualsdirectory.com/"casual** HYPERLINK "http://www.thecasualsdirectory.com/"sdirectory.com/ , www.dorothyperkins.com/en/dpuk/.../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"clothing** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092".../ **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"casual** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"- **HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"wear** HYPERLINK "http://www.dorothyperkins.com/en/dpuk/.../clothing.../casual-wear-2097092"-2097092
- Magazines: Bazaar, Elle, Sweet, Very, JJ, Burda, Fudge, Grazia

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Autumn Semester

L-T-P-C

16-0-32-2

Title of Course: Introduction to Computerized Fashion Design
Course Code: FD 263
Pre-requisite(s): Basics of Adobe Photoshop and Illustrator

Course Objectives:

- Learning and understanding of digital design development process and representing ideas that contributes to good design using digital media.
- The aim of the course is to give the students good knowledge about the fundamentals of technical drawings and digital rendering tools/ techniques.

Course Description:

- **Digital Fashion drawing and rendering techniques using Adobe Photoshop CC:** Digitizing fashion illustrations and usage of digital tools to render a fashion product using virtual fabric placement and application of light effects. **(5-13)**

- **Digital flat drawings and specification sheet development using Adobe Illustrator CC:** Creating Flat/ Technical drawing of the basic women's wear (casual) category. Drafting a specification sheet along with garment measurements/ trim details/ color codes/ stitching and finishing details etc. **(5-14)**

- **Visual composition and presentation using digital tools and techniques:** Usage of raster and vector graphic tools to visualize the product and presentation of the same in visually appealing manner. Creation of mood/ inspiration/ color/ silhouette/ Range board/ look book etc. **(6-05)**

Learning Outcomes:

- Demonstrate competence in basic digital fashion illustration techniques and graphic skills for visual communication and presentation using both raster and vector software.
- Apply learning through creation and representation of design ideas and technical specifications using Photoshop & Adobe illustrator CC.

Reference Books:

- Tallon, Kevin. Digital Fashion Illustration with Photoshop and Illustrator, Batsford, 2008
- Centner, Marianne. and Vereker, Frances. Fashion designer's handbook for adobe

illustrator. Oxford, UK: Blackwell Publishing, 2007
- Lleonart, Aitana. and Santos, Daniela.Fashion illustration: flat drawing.Bath,UK: Parragon,2007
- Tallon, Kevin. Creative Fashion Design with Illustrator-Digital fashion Design Course. Pavilion Books 2013
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image. Fairchild Books.

Evaluation Process:

- **Course Work: 60% weightage**: It includes the compilation of all classroom assignments in digital format.
- **End Term Examination: 40% weightage**: Spec sheet of final garment (Front/ Back) using adobe illustrator.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=XLk5eaOCz9c
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM
- https://www.youtube.com/watch?v=aBfWE45-sCc
- https://www.youtube.com/watch?v=GBbL9_4ktKw
- https://www.youtube.com/watch?v=M-3prytho5M
- https://www.youtube.com/watch?v=zdhcJPutu6k
- https://www.youtube.com/watch?v=FylI1xQUD2o
- https://www.youtube.com/watch?v=SMlLuvJE0Xs

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Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FD 204	Textile Study - II	1	-	2	3	**2**	3	25	25	50
	FD 214	Advance Pattern Making & Draping	1	-	6	7	**4**	4	30	20	50
	FD 224	Advance Garment Construction	-	-	6	6	**3**	5	50	-	50
	FD 234	Fashion Illustration & Presentation (Women's Wear- Indian Wear)	1	-	4	5	**3**	3	50	-	50
	FD 244	Form Realization	1	-	2	3	**2**	3	30	20	50
	FD 254	Fashion Studies- II (Women's Wear- Indian Wear)						Jury conducted at the end of Semester			
		Design	2	-	-	2	**2**		30*	20@	50#
		Design Studio	-	-	4	4	**2**		50*	-	50#
	FD 264	Fashion Design Computer: Photoshop	1	-	2	3	**2**	2	50	-	50
	FD 274	Traditional Textiles & Crafts	1	-	2	3	**2**	Viva	50	-	50
		University choice based course **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Note:- Inclusive of Jury Award
1/* - C.W. Jury
2/@ - M.T.E Jury
3/# - E.T.E Jury
4/$ - As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Textile Study - II: **2 Hrs.**

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Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Spring Semester

L-T- P-C
13-0-26- 02

Title of Course: Textile Study II
Course Code: FD 204
Pre-requisite(s): Textile Study I

Course Objectives:

- Finishing Process (Preparatory, Stabilizing, Textural, Functioning effects)
- Dyeing processes (Finishing with Color)
- Printing (Color, Design & Ornamentation)

Course Description:

- **Kinds of Finishing process**:
  1) PREPARATORY: Singeing or Gassing, Bleaching
  2) STABILIZING: Mercerizing, Ammoniating, Shrinking
  3) CHEMICAL TREATMENT: Resin, Fulling, Tentering, Crabbing
  4) TEXTURAL PROCESS: Temporary/permanent Stiffening, Weighting, Calendaring, Glazing Schreinerizing, Embossing, Moireing, Cireing, Beetling, Raising, Napping, Sanding, Gigging, Tigering, Electrofying, Shearing, Crinkled effects, Burn out (etched effects)
  5) FUNCTIONAL EFFECTS: Shape-Retentive, Wrinkle Resistant, Wash & Wear, Permanent Press, Durable Press, Water Repellency, Semi Durable, Durable & Non-Durable, Water Proofing, Absorbency, Soil Repellency/Release, Stain Resistance, Frame Retardants, Anti-Bacterial, Mildew Proofing, Slip Resistance, Antistatic, Heat Refectant, Foam Laminating, Fabric to fabric bonding. **(05-09)**

- **Dyeing:**
  1) Selection of Dye: Natural Dyes, Synthetic Dyes, Oxidation Basis, Acid (Anionic) Dyes, Acid -Milling Dyes, Acid-Premetalized dyes, Mordant or Chrome, Substantive Direct , Developed Dyes, Azoic Dyes , Disperse Dyes , Vat Dyes , Reactive Dyes, Pigment Dyes, Optical Brighteners (Colorless Dyes). Principal Classes of Synthetic Dyes and their Characteristics. **(02-04)**

  2)Dyeing Methods: Stock Dyeing, Yarn Dyeing, Top Dyeing, Skein (Hank) Dyeing, Package Dyeing, Warp-Beam Dyeing, Space Dyeing, Piece Dyeing, Beck Dyeing, Jig Dyeing, Pad Dyeing, Cold Pad-Batch Dyeing, Vacuum Impregnation, Foam Dyeing, Solvent Dyeing, Dope Dyeing, Chip Dyeing and Garment Dyeing. Identifying Dyeing Defects: Test to determine color fastness, Fastness to washing, Fastness to Pressing, Fastness to Light, Fastness to Perspiration, Fastness to Crocking, Fastness to Gas Fading. **(02-04)**

- **Printing:**

Distinguishing Printing from Dyeing, Dyes for Printing, Methods of Printing: Direct , Discharge Printing, Block Printing, Resist Printing , Roller Printing, Duplex Printing, Stencil Printing , Flat Screen Printing, Rotary Screen Printing, Transfer Printing, Dry Heat Transfer Printing, Blotch Printing , Tak Dyeing, Jet Spray Printing, Polychromatic Dyeing, Photo printing, Electrostatic, Warp, Differential, Batik, Tie Dyeing, Plangi Dyeing, Air Brush Painting, Composition or Paste Designing, Flocking. **(04-09)**

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Learning Outcomes:

- Demonstrate complete knowledge and understanding of Fabric finishing , Dyeing & Printing processes
- Exhibit, adapt, utilize & investigate the complete process and method of Fabric finishing, dyeing and Printing in laboratory as well as Industry.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments on Tie dye techniques and Printing. Swatch collection of other Printing techniques.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 mark each.
- End Term Examination: 50% weightage (Theory Examination and Practical Examination)

References:

- Pizzut, J, et al. (2009). *J. Pizzuto's Fabric Science*, New York Publisher,
- Corbman, Bernard .P. (1983). *Textile- Fiber to Fabric*, New York, Gregg/McGraw Hill International sixth Edition.
- Johnson, (Year 2013)*Fairchild Books The Fairchild Books Dictionary of Textiles* , Bloomsbury
- Akshay Tholia *Live Textiles- A Practical Approach to Understand Fabrics Vol 1 & 2* SARV International 2nd edition
- Baugh, Gail (Year 2011). *The Fashion Designer's Textile Directory*, London, Thames & Hudson.
- Johnson, Ruth Sleigh (Year 2010)*Practical Textile Technique's* , A & C Black Publishing
- Clark Sarah Braddok & Marie Omahony (2007) *Techno Textiles 2- Revolutionary Fabrics for Fashion Design (PB)* Thames & Hudson
- Schoeser, Mary *World Textile: A Concise History*. Thames & Hudson
- McDonald, Fiona, (2011) *Textiles, A History* , Remember when Publishers.
- Cadigan, Erin (2014), *Sourcing & Selecting Textiles for Fashion*, Bloomsbury Publishing India Pvt Ltd
- Young, Deborah, (2013) *Swatch Reference Guide for Fashion*, Bloomsbury Publishing India Pvt Ltd, 2nd revised edition

Other Study Materials:

- Website Handouts: As instructed by subject teacher
- Magazines: Textile Forum, Wild Fibers, Threads, Fiber 2 Fashion, Spin-off.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Spring Semester

L-T-P-C
13-0-78-4

Title of Course: Advance Pattern Making & Draping
Course code: FD 214
Pre-requisite(s): FD 203 Basics of Pattern Making & Draping

Course Objectives:

- Advance pattern making blocks to understanding 2D Women's Wear (Indian wear)
- Advance pattern making blocks appropriate Draping understanding
- Tools, Terminology, Specification & Technical sheets.

Course Description:

- **Terminology:** Specification Sheets, Special Advance Information(Layout Plan, Cutting, Cost Sheet, Design Specification Sheet etc.) **(02-05)**
- **Pattern Making:** Dart Manipulation(with Pivotal tech. and slash - spread technique)Variation of Basic Torso Foundation, Basic Princess line Foundation, Bodice Block Basic Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation & Cowls Variation. **(04-18)**
- **Basic Bodice Contouring:** Principle, Corset, Strapless Foundation, **(02-17)**
- **Advance Draping:** Understanding of 3D designing Bodice Block variation **(02-10)**
- **Skirt variations:** (Gored, Gathered, Flared, Circular, Handkerchief, Peg, Godets etc.) **(02-18)**
- **Workshop:** on Poshak and Indian wear detailing & Fasteners **(01-10)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body Measurement, drafting, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.
- Pattern making of Women's Wear(Indian Wear)

Reference Books:

- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
- Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
- Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
- Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion*

Draping 3rd Edition. Fairchild Books

- Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
- Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
- Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
- Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
- Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
- Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course work: 30% weightage. It includes Class Assignments on dart manipulation.
- Mid Term Examinations: 20% weightage. Two Mid Examinations (Practical's)of 20 mark each.
- End Term Examination: 50% weightage. Final Examination (Practical) with Portfolio submission.

Other Study Material:

- Websiteshttps://www.pinterest.com/julieinleeds/draping/,http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"kpid=9332518114 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"tag=googinkenshoo-21 HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"& HYPERLINK "http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68"ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/

- Handouts: As indicated by Course Instructor.

- Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Spring Semester

L-T-P-C

0-0-78-3

Title of Course: Advance Garment Construction
Course code: FD 224
Pre-requisite(s): FD 206 Basic Garment Constructions

Course Objectives:

- Familiarize students with Advance Garment Construction with SNLS (single needle lock stitch) machine and its operation,
- Understanding the relationship between Pattern Making and Sewing.

Course Description:

- **Machine Sewing:** Operation, Stitch practice and Types of stitches **(10)**
- **Garment construction methods and techniques**: Basic Torso Foundation, Princess Line Foundation, Bodice Block Basic **(15)**
- **Bodice Block variation:** Skirt/Cascades Variation, Basic Sleeve Variation, Trouser Variation& Cowls. Neckline **(15)**
- **Basic Bodice Contouring**: Corset, Strapless Foundation, **(15)**
- **Skirt variations**: Gathered Flared, Circular, Handkerchief, Peg, Godets etc. **(15)**
- Workshop on Indian Wear detailing &Fasteners (Poshak) **(08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments Women wear (Indian wear)
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing.

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods.* Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion.* Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction.* Ava Publishing

- Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
- Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

- Class Work: 50% weightage. It includes laboratory work and variations of basic blocks.
- End Term Examination: 50% weightage. Practical Examination on the laboratory work.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf

- Handouts: As indicated by course instructor.

- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Academic Curriculum (2020-21 Onwards)

Second Year

Spring Semester

L-T-P-C

13-0-52-3

Title of Course: Fashion Illustration & Presentation (Women's Wear- Indian Wear)
Course Code: FD 234
Pre-requisite(s): Basics of Analog Fashion Illustration Techniques.

Course Objectives:

- To further develop an understanding of visualization and presentation process in context to the women's Indian wear category.
- Further demonstrate an ability to communicate design ideas through flat, 2-D drawings.
- Developing individual style of illustration and presentation.
- Exploring mix media techniques for effective visual communication.

Course Description:

- Stylization of fashion figure in context to Indian Women's Wear Category. **(4-15)**
- Comprehensive study of Indian wear silhouettes, embellishments, details, prints and Fabrics etc. **(4-15)**
- Exposure to traditional handmade/ mix media rendering techniques & exploring textile prints, fabric rendering, body form through traditional miniature art practice **(1-03)**
- Doodle development sheets for the selected inspiration. **(1-03)**
- Specification sheets for required designs (working on details). **(2-06)**
- Range Development using mix media techniques. **(1-10)**

Learning Outcomes:

- Explore, experiment and communicate expressions of body-forms
- Demonstrate fashion presentation skills, render fashion figure with details and basic garment drape.
- Demonstrate competence in hand drawing and graphic skills for visual Communication and presentation.

Reference Books:

• *Watanabe, Naoki*. Contemporary Fashion Illustration Techniques, Rockport Publishers

• Seaman, Julian.Foundation in fashion design and illustration. London: Batsford, 2001

• Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006

• Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.

• Blackman, Cally. Hundred years of fashion illustration.-- London: Laurence King, 2007

• Alkezi , Roshen. Ancient Indian Costume. National book trust, 2014.

Evaluation Process:

- ***Course Works*: 60% weightage**: It includes the compilation of all classroom assignments.
- ***End Term Examination*: 40% weightage**: Range development board and flat drawing of the final Indian wear garment.

Other Study Material:

- Handouts: as indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=S2iwZPdcdaQ
- https://www.youtube.com/watch?v=uZDY2PwqtQ8
- https://www.youtube.com/watch?v=RbHFC-P9n4A
- https://www.youtube.com/watch?v=J4io30FtTuo
- https://www.youtube.com/watch?v=FERQVe55hIs
- https://www.youtube.com/watch?v=TYs6LSRUSZQ
- https://www.youtube.com/watch?v=Pa81P40rDIQ
- https://www.youtube.com/watch?v=Imy83iE5ADE
- https://www.youtube.com/watch?v=twT0WgoBp0A
- https://www.youtube.com/watch?v=8u86gylarUA

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Spring Semester

L-T-P-C
11-0-28-02

Title of Course: Form Realization
Course Code: FD 244
Pre-requisite(s): 3D Design Concepts & Composition

Course Objectives:
To understand the relationship between fabric , body & garment, fashion design process, development of relevant design aesthetics, application of basic elements & principles, skills of visualization, presentation and actualization to body types, adding fullness, contour draping, realizing form, movements in context to women's wear.

Course Description:

- Body Types and form, Form aesthetics in fashion **(02-02)**
- Form exploration, experimentation and manipulation. **(02-06)**
- Creative draping technique on dress form. **(03-04)**
- Creative pattern making **(00-04)**
- Design analysis, Creative elements of each design & help determine draping techniques required to develop patterns **(03-04)**
- Transform 2D explorations into 3D forms **(03-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the relationship between fabric, body & garment through development of relevant design aesthetics.
- Apply learning through a knowhow of creative pattern making & draping
- Exhibit, adapt, utilize & investigate the process of form exploration, body types, movement and contour in women's wear

Evaluation Process:

- Course Work: 30% weightage, It includes practical class assignments for form realization, Design process of form Realization and various explorations with different fabrics.
- Mid Term Examinations: 20% weightage. Two Examinations of 20 mark each.(Time bound Exercise)
- End Term Examination: 50% weightage, Practical Examination & file presentation of the class work with documented processes in the digital format.

References:

- Armstrong H.J (2009*), Pattern making for Fashion Design*, New York, Prentice Hall.
- Zarapkar, K. R. (2005), *Zarapkar System of Cutting, India*, Navneet Publications
- Aldrich, W. (2008), *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication
- Drudi, E. (2003), *Wrap and Drape Fabric: History, Design and Drawing*, Amsterdam, Pepin Press.

- Nakamichi, T. (2010), *Pattern Magic*, London, Lawrence King Publishers.
- Nakamichi, T. (2011), *Pattern MagicII*, London, Lawrence King Publishers.
- Hilde Jaffe, *Draping for Fashion Design* , Pearson Education
- Karolyn, Draping: *The Complete course* , Laurence King Publishing, PAP/ DVD edition.
- Hisako, Sato, (2012) *Drape Drape*, Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 2* Laurence King Publishing
- Hisako, Sato, (2012) *Drape Drape 3* Laurence King Publishing
- Helen Joseph Armstrong, *Draping for Apparel Design*, Bloomsbury Publishing India Pvt ltd, 3rd revised edition Edition
- Zarida Zaman, (2014), *Fashion Pattern Cutting: Line, Shape, Volume* , A & C Black Publishers Ltd
- Crawford, Amaden, Connie (2012) *The Art of Fashion Draping*, Bloomsbury Publishing India pvt Ltd; 4th revised edition edition
- Donnanno Antonio, (2017), *Fashion Pattern making*, Promopress
- Gilewska, Teresa, (2013) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- Gilewska, Teresa, (2011) *Pattern Drafting for Fashion: 4 Seam Assembly & Finishing*, A & C Black Publishing
- San Martin, Macarena, (2009) Pattern in Fashion with CD, Taschen GmbH; Pap/Cdr edition

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.fdci.org, www.style.com
- Magazines: Collezioni, Vogue, Elle

SCHOOL OF DESIGN (SOD)

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Academic Curriculum (2020-21 Onwards)

Second Year

Spring Semester

L-T-P-C
26-0-52-4

Title of Course: Fashion Studies-II (Women's wear-Indian)
Course Code: FD 254
Pre-requisite(s): Basics of Analog Fashion illustration techniques
Course Objectives:

- Apply understanding of fashion Design Process along with Fashion Forecasting and trend study in Women's Wear-Indian Wear Segment.
- Enable the students to address a market oriented design brief with Indian aesthetics.

Course Content:

Design Brief:

Taking inspiration from the Brand that caters to Indian Wear Segment for women between 20- 25 Years. Spring-Summer wear 2018. The inspiration should be taken from the Brands that cater Indian Wear (Brands based in Jaipur) Anokhi, Soma, Cottons, Kilol, FAB India, Zari, Vasanshi, RANA, RASA, the category is Bridge. Study and research the product line of the brand, their USP, and other salient features. Give an Innovative design approach to them enhancing their USP as well as present product line. This should be done with rigorous market survey, understanding the Indian wear category, their clientele following a Proper Design process.

Design:

- Brainstorming with the segment category Indian wear **(02-02)**
- Research on market, trends, Forecasts, brands for specific Indian wear ensembles. **(02-00)**
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board Fabric and Technique Board, Range Development (five)) **(02-08)**
- Derivations , Scrap book , Doodles **(06-04)**
- Research on Indian wear details, trims and finishes, client research. **(04-00)**
- Fabric sourcing and surface development for Indian wear (Explorations developed) **(02-02)**
- Specific research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles **(04-00)**
- Selection of the Range and Ensemble to be stitched. **(00-04)**
- Specification Sheets, Cost Sheet, Technical Sheets. **(00-02)**
- Full design process documented **(02-06)**

Design Studio:

- Illustration with Front & Back selected **(00-04)**
- Specification Sheet **(00-02)**

- Material & Cost sheet **(00-02)**
- Pattern making & draping for Indian Wear. **(00-04)**
- Selection of seam and seam finishes, sheet showing all technical details appropriate to Indian wear details, trims, fasteners and construction technique (stitch length, SPS) **(00-04)**
- Design Realization of one chosen ensemble from a range of five. **(02-08)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the fashion design process of women's wear (Indian)
- Apply design learning through construction of a range of chosen ensemble
- Exhibit, adapt, utilize & investigate the fashion design process through research, forecast, trend study, art plates, patterns, drapes etc.

Evaluation Process:

- Course Work: 30% Weightage is on the document of the student showcasing the research, design process followed, trend and forecast study, understanding of the Indian Wear Segment.
- Mid Term Examinations: 20% Weightage is on the mid-term Jury which will focus on the progress of work in Design and Design Studio.
- End Term Examination: 50% Weightage is on the End Term final Jury of Design, Design Studio fulfilling all learning outcomes with final stitched garment and Toile put on the Dress form. All documents presented, Individual student will present their work in front of the panel of Jury.

References:

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan,* California, Mercury Books.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India,* U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume,* New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs,* New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.

7. Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
8. Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.
9. Armstrong, H.J. (2009). *Pattern Making for Fashion Design*, New York, Prentice Hall.
10. Aldrich, W. (2008). *Metric Pattern Cutting for Womenswear*, Oxford, Wiley Blackwell Publication.

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites:www.fdci.org,http://www.ritukumar.com/home, http://www.buyindianwear.com/,http://www.kalkifashion.com/, http://www.payalsinghal.com/indian-wear, http://www.indianweddingsaree.com/
- Magazines: Grazia, Bazaar, Cine Blitz, Femina, Cosmopolitan, Asiana, Marie Claire, Savvy, New Woman, Woman's Era

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Spring Semester

L-T-P-C

13-0-26-2

Title of Course: Fashion Design Computer: Photoshop
Course Code: FD 264
Pre-requisite(s): Computer Application 1 & 2

Course Objectives:

- Developing advance skills in Adobe Photoshop for Fashion presentation and Fashion graphics.
- Exploring advance digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Developing Individual/ Unique style of Visual Communication.

Course Description:

- **Advance digital Fashion drawing rendering and graphic techniques using Adobe Photoshop CC:**
  Developing individual style of Visual presentation and creating high impact imagery for fashion communication using custom tools settings. Creating art plates based on specific themes and introduction to advance digital photo manipulation and editing. **(6-13)**

- **Advance visual composition and presentation using digital tools and techniques:**
  Creating high-end textile prints and surfaces, using mix media techniques.
  Introduction to basic animation effects and 3d rendering in Photoshop.
  Introduction to digital painting using Photoshop. **(7-13)**

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Centner, Marianne. and Vereker, Frances. *Fashion designer's handbook for adobe illustrator.Oxford*, UK: Blackwell Publishing, 2007.
- Hess, Jay. *Graphic Design for Fashion*. Hardback, 2010.
- Shaoqiang, Wang.*Fashion Graphics*,Paperback, 2010.
- Blankchard, Tamseen. *Fashion and Graphics*, Paperback, 2004.
- Tallon, Kevin. *Digital Fashion Illustration with Photoshop and Illustrator*, Batsford,

2008
- Fiell, Pater. and Charlotte. *Graphic design: now*. London: Taschen, 2005.
- Walton, Roger (ed.)*Big book of graphic design*. New York: Collins Design,2007.

Evaluation Process:

- *Course Works*: **60% weightage**: It includes the compilation of all classroom assignments in digital format.
- *End Term Examination*: **40% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://spraygraphic.com
- http://www.linkism.com
- http://www.4wall.co.uk/
- http://www.insideugly.co.uk/
- http://apeonthemoon.com/
- http://paperfashion.wordpress.com/
- http://www.hongkiat.com
- http://carbonmade.com
- https://g14pool.files.wordpress.com/2013/11/advanced_photoshop_2013-no-105.pdf
- https://drive.google.com/file/d/0ByQx1BW_tW3YLUs0WW1QRDN0TmM/view

SCHOOL OF DESIGN (SOD)

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Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Second Year

Autumn Semester

L-T-P-C

13-0-26-2

Title of Course: Traditional Textiles & Crafts
Course Code: FD 274
Pre-requisite(s): Textile Study-I & basic knowledge of Indian Crafts

Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- Traditional Textiles & Crafts of different states of India **(03-04)**
- History, Origin, Raw Material & Processes **(04-00)**
- Textile Dyeing & Printing techniques (Batik, Block Printing esp. natural dyeing i.e Ajrakh, Dhabu etc.) **(02-04)**
- Traditional resist printing techniques, Tie & Dye (Ikat, Patola, Pochampalli etc.) **(02-04)**
- Traditional painting techniques - Warli, Madhubani, Miniature and Kalamkari painting. **(02-04)**
- Weaving techniques - Banaras brocades, Kanchipuram, Chanderi, Jamavar, Kullu Shawls, Paithani, Mekhla Chadar **(02-04)**
- Traditional embroideries of India- Phulkari, Chikankari, Kasuti, Kutch & Saurashtra, Kantha, Zardozi, Gota Patti, Banjara, Crewel, Kashida Kari, Chamba Rumal, Pipli, Tharu, Khatwa etc **(02-06)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India
- Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.
- Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.

Evaluation Process:

- Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.
- End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.

References:

1. Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
2. Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles*, London, Thames and Hudson.
3. Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes*, New Delhi, Abhishek Publications.
4. Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan*, London, Merrell Publishers Ltd.

5. Ghosh, G.K. (2011). *Indian Textiles: Past and Present*, New Delhi, Abhishek Publications.
6. Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles*, New Delhi, B.P.I. India.
7. Naik, S.D. (2010). *Traditional Embroideries of India*, New Delhi, Ashish Publishing House.
8. Ranjan & Ranjan , 2009, *Handmade in India A Geographic Encyclopedia of India Handicrafts,* Abbeville Press, Inc US 1st Edition
9. Rta Kapur Chishti & Rahul Jain , (2000), *Handcrafted Indian Textiles,* Roli Books, 1st edition
10. Crill, Rosemary , (1998) *Indian Ikat Textiles*, Weather Hill Publ.
11. Pepin Press, (1999), *Indian Textile Prints* with CD , PAP/Cdr edition.
12. Catherine Legrand , (2013), *Indigo-The color that changed the world* , Thames & Hudson 1st edition
13. Edwards Eiluned, (2011), *Textiles & Dress of Gujarat*- Grantha Corporation Publ.
14. Usha Srikant, (2005), *Ethnic Embroidery of India- 1& 2*, OM Books

Other Study Materials:

- Handouts: As instructed by subject teacher
- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com
www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com www.premiervision.fr,
www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India
www.indiaheritage.org/creative/creative_textiles.htm
www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles
www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles
www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Third Year- Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 305	Pattern Making & Grading (Men's Wear)	1	-	4	5	**3**	3	30	20	50
	FD 315	Garment Construction for Men's Wear	-	-	6	6	**3**	5	50	-	50
	FD 325	Fashion Illustration & Presentation (Men's Wear)	1	-	4	5	**3**	3	50	-	50
	FD 335	Merchandising & Production Methods	2			2	**2**	**3**	30	20	50
	FD 345	Fashion Design Computer: Illustrator	-	-	6	6	**3**	2	50	-	50
	FD 355	Fashion Studies- III Part A (Men's Wear Project)	1		6	7	**4**	Jury	50*	-	50#
	FD 365	Fashion Studies-III Part B (Men's Wear Project)	1	-	6	7	**4**		50	-	50#
		Sub Total	**6**	**-**	**32**	**38**	**22**				

T-Theory
P- Practical

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Third Year SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring	FD 306	**Electives B** [+]	1	-	2	3	**2**		50[~]	-	50[#]
	FD 316	Pattern Development Software	-	-	4	4	**2**	3	50	-	50
	FD 326	Basics of Portfolio Development^	-	-	4	4	**2**	Viva	50	-	50
	FD 336	Kids Wear- Part A (Boys/Girls/Toddler Age 3-9)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 346	Kids Wear- Part B (Boys/Girls/Toddler	1	-	6	7	**4**	Jury conducted of Semester	50*	-	50[#]
	FD 356	Evening Wear Part A (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
	FD 366	Evening Wear Part B (Category: Women, Segment: Semi Couture)	1	-	6	7	**4**	Jury conducted at the end of Semester	50*	-	50[#]
		Mody University Elective (select any One)[$]	3	-	-	3	**3**				
		Sub Total	**8**	**-**	**34**	**42**	**25**				

Electives B [+]

	Course Code	Course Title	L		T	P	Credits				
	FD 306-1	Costume Designing	1	0	2	3	2		Jury conducted at the end of Semester		
	FD 306-2	Fashion Styling	1	0	2	3	2				
	FD 306-3	Creative Textiles	1	0	2	3	2				
	FD 306-4	Fashion Critique	1	0	2	3	2				

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

5/^ Compulsory elective only for batch 2020-21. It will be eliminated later for other batches. +- Minimum enrolment 40%- This is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

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Third Year

Autumn Semester

L-T- P-C

1-0-4- 3

Title of Course: Pattern Making & Grading (Men's Wear)
Course Code: FD 305
Pre-requisite(s): Advance Pattern Making and Grading

Course Objectives:

The course is designed to inculcate the skills of making patterns for the men's wear which is expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.
To familiarize the students with the concept of grading for fashion.

Course Content:

UNIT- I

- Making patterns of Basic shirt.
- Making patterns of slim fit and conversions to other variations

UNIT-II

- Collars- (shirt collar, stand collar, roll collar, notch collar), cuffs, plackets.
- Basic trouser and Jeans block and variation to baggy and cigarette pants.

UNIT-III

- Pattern Development of Basic Jacket with Lining
- Pattern Development of basic waist coat
- Conversions of coat to dinner jackets and Tuxedo

UNIT-IV

- Standardization of measurements: fundamentals of grading and grading terminology.
- Practice for shirt and trouser grading from size "S" to Size "XXL".

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Men's garment methods of drafting.
- Exhibit, adapt, utilize & investigate the requirements in understanding the design and present the details and accuracy with industry standards.

Evaluation Process:

- Course Work: 30%. It includes hard copy presentation of pattern developed and maintained in a file.
- Mid Term Examinations: 20%. It is practical examination.
- End Term Examination: 50% practical examination.

Text books:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010. Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, Pattern Making for Men's Wear: Classic to Contemporary, I. and Kim, M. 2014. New York, Fairchild Books.

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.
2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.
3. Price, J., Grading Techniques for Fashion Design, 1996. New York, Fairchild Books.

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Third Year

Autumn Semester

L-T- P-C
0-0-6- 3

Title of Course: Garment Construction for Men's Wear
Course Code: FD 315
Pre-requisite(s): Advance Garment Construction and Pattern Making

Course Objectives:

The course is designed to inculcate the skills of Men's Wear garment construction techniques, with focus on fit and details.

Course Content:

UNIT-I

- Stitching of Executive shirt with front one pocket on muslin, Lenin or cotton fabric.
- Stitching of Slim fit shirt block on muslin. Attachment of Collars, cuffs and plackets
- Stitching of Trouser with zip fly, cross and back pocket with technical details on belt attachment, loop attachments on twill, or Lenin fabrics.

UNIT-II

- Trouser conversion block to cigarette and baggy on muslin.
- Jacket block with lining attachment.
- Specification Sheet and Costing of each garment stitched.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of stitching requirements for men's clothing.
- Exhibit, adapt, utilize & investigate the process and quality requirement, and understanding of sewing machines types and designs detailing.

Evaluation Process:

- Course Work: 50%. Toile stitched garments presentations.
- End Term Examination: 50% Practical exam for stitched garment presentation and Viva.

Text Books:

1. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
2. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
3. Cabrera, R., Classic Tailoring Techniques: A Construction Guide for Men's Wear, 2009. New York, Fairchild Books.

References:

1. Aldrich, W., Metric Pattern Cutting for Men's Wear, 2010, Oxford, Willey Blackwell Publishers.
2. Kershaw, G., Pattern Making for Men's Wear, 2013. London, Lawrence king publishing.
3. Kim, I. and Kim, M., Pattern Making for Men's wears: Classic to Contemporary, 2014. New York, Fairchild Books.

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Autumn Semester

Title of Course: Fashion Illustration & Presentation (Men's Wear) **L-T-P-C**

Course Code: FD 325 **1-0-4-3**

Pre-requisite(s): Fashion Illustration & Presentation

Course Objectives:

The course is a study of illustration of different garments for men. To sketch fashion figures using Photoshop and Adobe Illustrator. The students would be able to translate their designs using the software. Communicate visually and verbally the design development process, illustration and technical process.

Course Content:

UNIT-I

- Illustration of men's poses, 3/4th, front, back and half view.
- Illustration of men's features- Face, hair, garments hands and feet
- Illustration of men's, different poses, importance of the background.

UNIT-II

- Illustrating men's figures in different mediums.
- Live model drawing.
- Creating silhouettes; creating croqui; color and color adjustments; fabric rendering etc.

UNIT-III

- Flat sketches and Garment Details.
- Fabric rendering in different medium.

UNIT-IV

- Theme based illustration. Front and back illustration, five sheets for five themes, sportswear, leisure wear, formal wear, cocktail and tradition wear.
- Compositions

Learning Outcomes:

- Demonstrate complete knowledge and understanding of Anatomy of male and its illustrations.
- Exhibit, adapt, utilize & investigate the skills to present accuracy in rendering and illustrations.

Evaluation Process:

- Course Work: 50% it is hard copy presentation of prescribed topics.
- Mid Term Examinations: NIL
- End Term Examination: 50% Practical exam

Text Books:

1. Wayne, C., Essential Fashion Illustration – Men, 2009. U.K., Rockport Publishers.
2. Mitchell, J., Men's Fashion Illustration from the Turn of the Century, 1990. New York, Dover Publications.
3. Drudi, E., Figure Drawing for Men's Fashion, 2011, Amsterdam, Pepin Press.

References:

1. Allen, A. and Seaman, J., Fashion Illustration: Basic Techniques, 2003. Oxford, Batsford.
2. Ireland, P.J., Fashion Design Illustration: Men, 1996. Oxford, Batsford.
3. Ireland, P.J., Fashion Design: Drawing and Presentation, 1998. Oxford, Batsford.

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Academic Curriculum (2020-21 Onwards)

Third Year

L T P C

Title of Course: Merchandising and production methods **2-0-2-3**

Course code: FD 335

Pre-requisite(s): Not Applicable

Course Objectives:

- Understand, define and apply basic concepts of apparel manufacturing and merchandising as its component.
- Understanding basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.
- Understand role of merchandising in retail and export formats and co-ordination with other departments and vendors.
- Develop in-depth understanding of production (computerized methods and mass production techniques and their significance).
- Create awareness in respect of marketing through brand creation and promotion.

Course Description:

UNIT-I

- Definition of merchandising, types of merchandising, difference between apparel, fashion, visual and retail merchandising.
- Role and function of Apparel merchandiser, communication channel and documentation procedures.
- Basic concepts and techniques required for merchandise sourcing, buying, order execution and shipping.

UNIT-II

- Overview of apparel manufacturing Industry
- Set up in export houses with respect to raw material storage, spreading, cutting, sewing and involvement of merchandising activities.
- Understanding the process of sampling and scheduling-their types, approvals of design and samples for product development, CPM and TNA preparation.

UNIT-III

- Understanding the process of costing, aims of costing, difference between estimating and costing, elements of cost, Material cost component, fabric consumption calculation and its application.
- Bill of Material, sourcing, Material evaluation, vendor evaluation, purchase order and material planning.

UNIT-IV

- Different types of retail and export formats involved in selling of product.
- Export documentation-Export procedures-FOB, CIF and C&F, Certificate of Origin, Letter of Credit, Bill of Lading.
- Basics of production planning, its importance and execution.

Learning Outcomes:

- Demonstrate a comprehension of garment production and export with respect to manufacturing techniques and inter-departmental working.
- Learning importance of different stages of sampling and effect of scheduling on market influx.
- Understand sourcing strategies appropriate to various models of fashion business practice.
- Able to analyze customer focused range plans in relation to profit, cost, selling price, product design, garment life cycle and the selling environment.

Textbooks:

1. Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
2. Anne Marie Fiore., Understanding Aesthetics for the Merchandising & Design Professional.. UK June 2010/US April 2010. Fairchild Books
3. Grace I Kunz, Merchandising: Theory, Principles & Practice. UK October 2009/ US August 2009. Fairchild Books

References:

1. Jeremy A. Rosenau & David. L. Wilson. Apparel Merchandising- the Line starts here. UK April 2014. Fairchild Books
2. John Donnellan. Merchandise Buying & Management. UK November 2013. Fairchild Books
3. Rosalie J Regni & Jimmie G Anderson. Entrepreneurship in Action- A retail store in simulation. UK

Evaluation:

- Course Work: 30% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 20% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage with document.

Other Study Material:

1. Websites:http://www.britannica.com/EBchecked/topic/1706624/fashion-industry/296477/Fashion-retailing-marketing-and-merchandising, http://retailminded.com/3-retail-merchandising-tips-never-to-ignore/ http://www.retailstorewindows.com/2011/01/10-commandments-of-visual-merchandising.html
2. Handouts: As indicated by course instructor
3. Magazines: GURL the mag, DKNY, VM, Vogue, WSJ, Apparel, Apparel online, Elle, New York, Retailer, Essence, Retail Minded, Style.com, Accessories.
4. Case Studies for Merchandising & Retailing: http://www.smartinsights.com/social-media-marketing/google-plus-marketing/case-study-using-google-for-fashion-retail-marketing/, http://www.ijeeee.org/Papers/031-Z0014.pdfhttp://www.fineimpressions.com/custserv_content.jsp?pageName=caseStudies

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Third Year

Autumn Semester

Title of Course: Fashion Design Computer: Illustrator **L-T-P-C**

Course Code: FD 345 **0-0-6-3**

Pre-requisite(s): Fashion Design Computer (Photoshop)

Course Objectives:

- To develop advanced skills in Adobe Illustrator, Fashion Graphics, Motif and layouts for vector based fashion presentation.
- To develop advanced skills in vector based digital drawing and rendering tools/ techniques.
- To develop Individual/ Unique style of Visual Communication.
- To introduce the basic specs sheet techniques with all technical details
- To develop advance skills in vector base software's Adobe Illustrator and Photoshop for Vector Based Flat sketch & Specs sheets.
- To explore advance digital drawing and rendering tools/ techniques to create professional digital flats sketches and specs.

Course Description:

- Learning advanced level Adobe Illustrator and its tools techniques.
- Developing skills in Adobe Illustrator, Fashion Graphics, Motif Creation and layouts for vector based fashion presentation.
- Exploring advanced digital drawing and rendering tools/ techniques to create professional digital Art and imagery.
- Learning Individual/ Unique style of Visual Communication.
- Developing Digital Flat sketches and Specs sheets rendering and graphic techniques using Adobe Illustrator CC and Adobe Photoshop CC.
- Developing individual style of Visual presentation and creating high impact imagery for Flat Sketches and Specs sheets using custom tools settings.
- Creating Flat sketches and specs based on specific themes and introduction to techniques of flats sketches and specs sheets.
- Developing advance visual composition and presentation using digital tools and techniques.
- Creating a high quality flats sketches with textile prints and surfaces, using mix media techniques.

Learning Outcomes:

- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software in relation to Visual Communication.
- Reflect a unique style of visual communication through a series of fashion Illustrations
- Demonstrate advance proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software's.
- Reflect a unique style of visual communication through a series of artworks

Textbooks:

1. Fashion Designer's Handbook for Adobe Illustrator by Centres, M
2. Fashion Illustration Flat Drawing by Maite Lafuente
3. Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin

References:

1. Coffin, D., Making Trousers for Men and Women: A Multimedia Sewing Workshop, 1998. Newton, Taunton Press.

2. Doyle, M. and Rodgers, J. Essentials of Pattern Grading, 2013. Canada, Hanover Phist.

3.Price, J., Grading Techniques for Fashion Design,1996. New York. Fairchild Books.

Evaluation Process:

- Course Works: 50**% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- http://veerle-v2.duoh.com/blog/comments/the_new_adobe_icons_and_branding
- http://adobeforfashion.com/illustrator-tutorials/
- https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion-Design-Drawing-Flats/115431-2.html
- http://theswatchbook.offsetwarehouse.com/2015/02/16/what-do-fashion-designers-use-adobe-illustrator-for/
- https://design.tutsplus.com/tutorials/how-to-create-a-colorful-fashion-illustration-in-adobe-illustrator-part-1--vector-15559

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Third Year

Autumn Semester

Title of Course – Fashion Studies III Part A (Men's Wear Project) **L-T-P-C**
Course code: FD 355 **2-0-6-0**
Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Menswear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Men's wear for Spring-Summer 2018. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

Evaluation Process: (Design & Design Studio)

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Academic Curriculum (2020-21 Onwards)

Third Year

Autumn Semester

Title of Course – Fashion Studies III Part B **L-T-P-C**

(Men's Wear Project) **2-0-6-0**

Course code: FD 365

Pre-requisite(s) - Fashion Studies II

Course Objectives:

Understand the functional areas of the garments from design, illustration and technical perspective. Initiate, explore and apply the design process to develop functional aspects of garments and actualize the designs through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Understand the application and finishes of material, trims and accessories.

Course Content:

UNIT-I Design:

- Brainstorming with the segment category Men's wear
- Research on Inspiration from nature, market, trends, Forecasts, brands for specific Men's wear ensembles, details trims and finishes, Client research.
- Design Process: Preparing art plates (Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development
- Derivations, Scrap book, Doodles.
- Fabric sourcing and surface development for Men's wear.
- Selection of the Range and Ensemble to be stitched.
- Specification Sheets, Cost Sheet, Technical Sheets.
- Full design process documented

UNIT-II Design Studio:

- Illustration with Front & Back selected
- Specification Sheet
- Material & Cost sheet
- Pattern making & draping for Men's Wear.

  Selection of seam and seam finishes, sheet showing all technical details appropriate to Men's wear details, trims, fasteners and construction technique (stitch length, SPS)
- Design Realization of one chosen ensemble from a range of five.

Evaluation Process:

- Course Work: 50%
- Mid Term Examinations: NIL
- End Term Examination: 50%

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M. Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

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Third Year

Title of Course: Electives B* (Costume Designing) **L-T-P-C**
Course code: FD 306-1 **2-0-2-3**
Pre-requisite(s)-Fashion Studies III

Course Objectives

- To know the history of Indian costume and its clothing.
- To learn about different eras of India
- Understand about different states and their traditional outfits.

Course Description:

Development and understanding drafting of costumes from

1 Indus valley civilization
2 Mauryan and Sunga dynasty.
3 Satvahana period
4 Kushan period
5 Gupta period
6 Mughal era/ Medieval period
7 State costumes- Traditional and modern

Learning Outcomes:

- To learn and understand the origin of clothing.
- Costumes and accessories of different periods
- Traditional costume and contemporary

Evaluation Process:

End Term Jury and Display

Textbooks:

1. Roshan Alkazi., Ancient Indian Costume. 2014., National Book Trust India.

References:

1 Vandana Bhandari, "Costume, Textiles and Jewellery of India – Traditions in Rajasthan", New Delhi, 2004.Prakash Books.
2 Anamika Pathak, Indian Costumes, 2008, New Delhi, Roli Books.
3 Ritu Kumar, Costumes and Textiles of Royal India, 2006, U.K., Antiqe.

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Third Year

Title of Course: Fashion Styling L-T-P-C
Course code: FD 306-2 **2-0-2-3**
Pre-requisite(s) - Fashion Trend and Forecasting

Course Objectives:

Acquire an understanding of the concepts that go into creating a comprehensive look for either 2D or 3D media. Understand techniques, processes and contexts in creating an image for clients according to the given brief. The module in Fashion Styling mainly deals with the basic concepts of wardrobe styling, fashion styling and image consulting.

Course Content:

- Terminology and Job definitions.
- Fashion Looks.
- Components of fashion.
- Figure types and visual corrections.
- Accessories, hair and makeup.
- Backdrops and props.
- Basics of branding.
- Analyzing client requirements.
- Creating looks for various occasions.
- Creating looks for 2D (print media).
- Creating looks for 3D (TV, music videos etc.

Learning Outcomes:

- To learn the techniques for fashion presentations and creative ways as required for shoots.
- To get hands on the ability to produce and think creatively for number of ways for personality presentations.

Evaluation Process: End Term Jury and Presentation

Textbooks:

1. Widows, l. and Mc Guinness, J. Image Makers - Styling, Hair and Make-up, 1997. Oxford, Batsford.
2. Piras, C. and Roetzel, B. Ladies: A Guide to Fashion and Style, 2002. Germany, DuMont.
3. Arnold, R. Fashion, desire and Anxiety- Image and Morality in the Twentieth Century, 2001. New Jersey, Rutgers University Press.

References:

1. Larg, A. Fashion Shots, 1998. U.K., Rotovision.
2. Chace, R. Complete Book of Oscar Fashion, 2003. Auckland, Reed Publishers.
3. Tolkein, T. Dressing up Vintage, 2000. New York, Rizzoli International Publishers.

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Third Year

Title of Course: (Electives B+) Creative Textiles **L-T-P-C**
Course code: FD 306-3 **2-0-2-3**
Pre-requisite(s): Fashion Fabric and Trim Study

Course Objective's:

- To develop and enhance the approach towards holistic design process.
- Development in the area of surface ornamentation and needle work.
- To explore innovative techniques and finishes applied on fabrics for an end use.

Course Description:

- Surface ornamentation.
- Styles and methods of ornamentation.
- Technologies, materials and techniques of ornamentation..
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design development and application of color.
- Repeats, patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

Evaluation Process:

End term jury and display

Learning Outcomes:

- Understanding the use of different techniques to construct aesthetically appealing compositions.
- Methods of ornamentation.
- Texturing of fabric with color application and stitching techniques.

Textbooks:

1. Shrikant Usha, Ethnic Embroidery of India, Volume I, 2005, Mumbai, Usha Shrikant.
2. Irwin Kimberly A, Surface Design for Fabric, 2015, New York, Fairchild.
3. Stalp, Marybeth C., Quilting, The Fabric of Everyday Life, 2007, Oxford, Berg.

References:

1. Buhler Alfred, Indian Tie Dyed Fabrics, Vol IV, 1980, Ahmedabad, Calico Museum.
2. Kristen Dibbs, Machine Embroidery, 2001, Australia, Sally Milner.

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L-T-P-C
2-0-2-3

Title of Course: (Elective B [+]) Fashion Critique

Course code: FD 306-4

Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios and understanding the process of critiquing fashion, it's concept and definition
- Critically analyze how mass communication is used to promote fashion by means of advertisement, promotions, films, video's, print etc.
- Create awareness in respect of design inspiration in terms of history, politics, art or decade and correlate with fashion such that professionals can be created who can effectively communicate, analyze and observe the fashion trends keenly with details.

Course Description:

- Inputs in introduction and history of fundamentals of media and communication through different tools of criticism.
- Informed, responsible fashion promotion, fashion writing and report making, observation by content of fashion magazines, print, text and alternative power of blogs with function of images and photography by using fashion terminology, fashion studies and design aesthetics.

  .
- Analysis of Designer with respect to Histiographical and stylistic reading: Biography, style and the role of the designer in 20th century fashion and analysis of design collection with respect to Avant garde and Radical fashion.
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry and work with public opinion, research data on industry derived projects & cases, plan.
- Talking about the way people dress: the trend indicators as fashion icons like the cuts, the colors, the dimensions, the shape, the placement by use of communication plans, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media.
- Locate, understand and critically evaluate information related to fashion from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. Learn the skills of being a critical blogger and moving beyond PR release.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.
- Enable acquiring of the methods and proper vocabulary to become active critics. Apply their learning through analytical and writing and presentation skills.
- Assess and make value judgments about changeable field of fashion with help of adaptation and utilization of fashion communication.

Textbooks:

1. Fashion theory. , The Journal of Dress Body & Culture. . Volume 18 Issue 4 - UK September 2014. Bloomsbury Academic.
2. Vikki Bell. , Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory. . UK March 2007/US March 2007. Berg Publishers
3. Polly Guern. Creative Fashion Presentations 2nd Edition. UK October 2004/US August 2004. Fairchild Books

References:

1. Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
2. Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
3. Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

Evaluation Process:

- Course Work: 50% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation)

Other Study Material:

- Websites Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- http://www.whowhatwear.com/inside-the-fascinating-life-of-a-fashion-critic-yaeger-wilson-givhan-jacobs-hyland-friedman
- Handouts: As indicated by course instructor
- Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Third Year

Title of Course: Pattern Developing Software **L-T-P-C**
Course Code: FD 316 **0-0-4-2**
Pre-requisite(s): Pattern Making and grading technique

Course Objectives:

- To introduce the basic tools for pattern develop on software
- To understand the operation of tools for measurement feeding.
- To explore advance digital techniques for the marker layout planner.
- To understand the benefits of software over manual working process.

Learning Outcomes:

- Demonstrate advance proficiency in digital pattern development
- Apply learning through effective application of software's.
- Reflect a sense of speedy marker plan development.

Course Description

- Basic understanding of Pattern Developer software
- Basics of tools and Measurement tools
- Learning on Feeding system
- Process of pattern development
- Contouring and balance lines creations
- Layout plan development
- Fabric consumption calculation
- Grading methods, feeding and development
- Plotter planning and commands

Textbooks:

- Helen Joseph Armstrong. Pattern Making for Fashion Designers. 5th Edition 2014.Pearson Education Publication.
- Winifred Aldrich., Metric pattern cutting for women wear. 2014Wiley Blackwell publisher.
- Natalie Bray. , More Dress Pattern Designing. October 2009Wiley Blackwell publisher

Evaluation Process:

- Course Works: 50% weightage: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 50% weightage: Practical exam and viva

SCHOOL OF DESIGN (SOD)

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Academic Curriculum (2020-21 Onwards)

Third Year

Title of Course – Basics of Portfolio Development
L-T-P-C Course code: FD 326 **0-0-4-2**

Pre-requisite(s) - Foundation courses, Illustration, Pattern making and garment construction, fabric trim study and styling, textile and art study

Course Objectives:

This course is devoted at developing a design portfolio for men's wear/women's wear/ Kids' wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

Course Content:
Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

Learning Outcomes:

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

Evaluation Process:

- Class Work- 50% Hard and soft copy portfolio compilation
- ETE – 50% Hard and soft copy portfolio compilation

Textbooks:

- Drudi, E. Figure Drawing for Fashion Design,. (2011). Amsterdam, Pepin Press.
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

References:

- Riegelman, N. Colors for Modern Fashion: Drawing Fashion with Colored Markers,2006. London, Thames and Hudson.
- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers, 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

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Academic Curriculum (2020-21 Onwards)

Third Year

Title of Course: Kids Wear –Part A (Age 3-9) **L-T-P-C**
Course code: FD 336 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Process of fashion forecasting; sources of fashion forecasting.
- Long term and short term forecasting
- Soft line and Hard line goods
- Study of forecast for seasons. Forecasting agencies.

UNIT-II

- Understanding of kid's figure of different age groups and renders them.
- To develop an understanding of the fashion design process along with kids wear segments.
- Developing a design brief for a market.
- Developing a range for kids of different age groups.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Class Work- 50% Class work progression and feedback Internal Jury
ETE – 50% Final submission and Viva. Final Jury

Textbooks:

- Winfred, A Metric Pattern Cutting for children's wear
- Richardson. Designing and pattern making for stretch fabrics
- Children's costume by Peacock, John

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Third Year

Title of Course: Kids Wear Part B (Age 3-9) **L-T-P-C**
Course code: FD 346 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction

Course Objectives:

- Study of kid's figure of different age groups.
- Develop an understanding of the fashion design process of kids wear.
- To understand the marketing plan and strategies of existing brands in the growing domestic and foreign market.

Course Description:

UNIT-I

- Consumer research.
- Information analysis and translation; direction of fashion change; demographics and fashion forecasting.
- Cultural indicators: color forecast, textile forecast, silhouette forecast including WSGN software.
- Collection of Pins for study of colour, pattern, texture and trend forecast.

Market survey and report preparation

UNIT-II

- To understand the fabrics suitable for kids, the prints, color combinations, texture and feel of the fabric.
- Using appropriate fasteners for kids wear and its understanding
- Presentation in the research document of the forecast, brand and market study.

Learning Outcomes:

- Knowing of kids postures.
- Develop a range for kids wear.
- Research on the existing brands for kids wear.

Evaluation Process:

Design and Design Studio

Class Work- 50% Class work progression and feedback Internal Jury

ETE – 50% Final submission and Viva. Final Jury

Textbooks:

1 Winfred A, Metric Pattern Cutting for children's wear and baby wear, 2011, New Delhi, Wiley.
2 Richardson, designing and pattern making for stretch fabrics, 2008, New York, Fairchild.
3 Peacock John, Children's costume- The complete historical source book, 2009, London, Thames and Hudson.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Third Year

Title of Course: Evening Wear –Part A (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 356 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description: Design and Design Studio

- Illustrating and designing for a Market.
- Fashion Trend and Forecasting.
- Fashion Resources.
- Specific Market research.
- Advanced draping- cowls, roaching, fluting
- Explorations like halter, one off shoulder, corsetry, boning etc.
- Client research and visual research.

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

References:

- Steven, S. Illustrating Fashion: Concept to Creation, 2010. New York, Fairchild Books.
- Tain, L. Portfolio Presentation for Fashion Designers 1998. New York, Fairchild Books.

SCHOOL OF DESIGN (SOD)

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Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Third Year

Title of Course: Evening Wear –Part B (category: Women, Segment: Semi couture) **L-T-P-C**
Course code: FD 366 **1-0-6-4**
Pre-requisite(s) - Design, Pattern Making, illustrations, Draping and Garment Construction.

Course Objectives:

- To apply understanding of fashion design process along with forecasting and trend study.
- To develop a complete range of evening wear of women.
- To enable the students to address a market oriented design brief.

Course Description:

- Preparation of Boards for client requirement
- Explorations for design elements and finalization for collection
- Selection and finalization of swatches
- Preparation of tech packs and pattern developments
- Prototype development
- Stitching of garments
- Product shoots
- Promotional plans

Learning Outcomes:

- To learn design process of evening wear.
- Market research and client research which will enable the students to design the wear from others point of view and preferences.
- Draping, biased, boning, and different explorations.

Evaluation Process:

- Jury for Class Work- 50%; Jury for ETE – 50%

Textbooks:

- Aldrich W, Metric Pattern cutting for women's wear, 5th Edition, 2008, Oxford, Blackwell.
- Joseph Armstrong, Pattern making for Fashion Design, IV Edition, 2013, New Delhi, Pearson.
- Joseph Armstrong, Draping for apparel design, II Edition, 2008, New York, Fairchild.

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BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	FD 407	Final Design Project (Collection of 5 Ensembles by each student in any one of three Apparel Categories: • Men's Wear • Women's Wear • Kid's Wear It could even be combination of Men's & Women's Wear or Women's & Kid's Wear) To be complete in Industry		5	30	35	**20**	Jury at the end of Semester with all documents & Power-Point Presentation (Internal Jury members) For Awards (Two External Jury Members)	30	-	70
		Sub Total		**5**	**30**	**35**	**20**				

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Spring Semester	FD 408	Internship # Feb-May (16 Weeks)	-	-	-	Approx. 36	**20**	Viva (With Report & Power-Point Presentation)	00	-	600

*- Minimum enrolment 40%- this is subject to availability of resources. University has the right to amend these provisions according to the prevailing demand /requirements.

 # Internship: Students will join internship immediately after closing of Autumn Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Spring Semester (Fourth Year).

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Final Design Project
Course Code: FD 407
Pre-requisite(s):

Course Objectives: The subject is focused to develop the design thinking, research, ideation, and concept development through hands on experience from various phases of research to actual garment development.

Course Content: Course Content:

UNIT-I

- Understand, define and apply basic concepts of research framework.
- Understanding basic concepts and techniques required for conducting primary and secondary source of data collection for research.
- Understand role of literature review and various sources of concept ideation required for a fashion designer.
- The primary and secondary source of research and the selection of research whether is based on abstract, conceptual and narrative medium and linking it with secondary sources.
- Analysis of data and application into Concept development and Designing from research with respect to figures, drapes, textiles colors, cultures, costumes resulting in product development and business growth and writing and communicating ideas through art materials, illustrations and other modes like research reports.

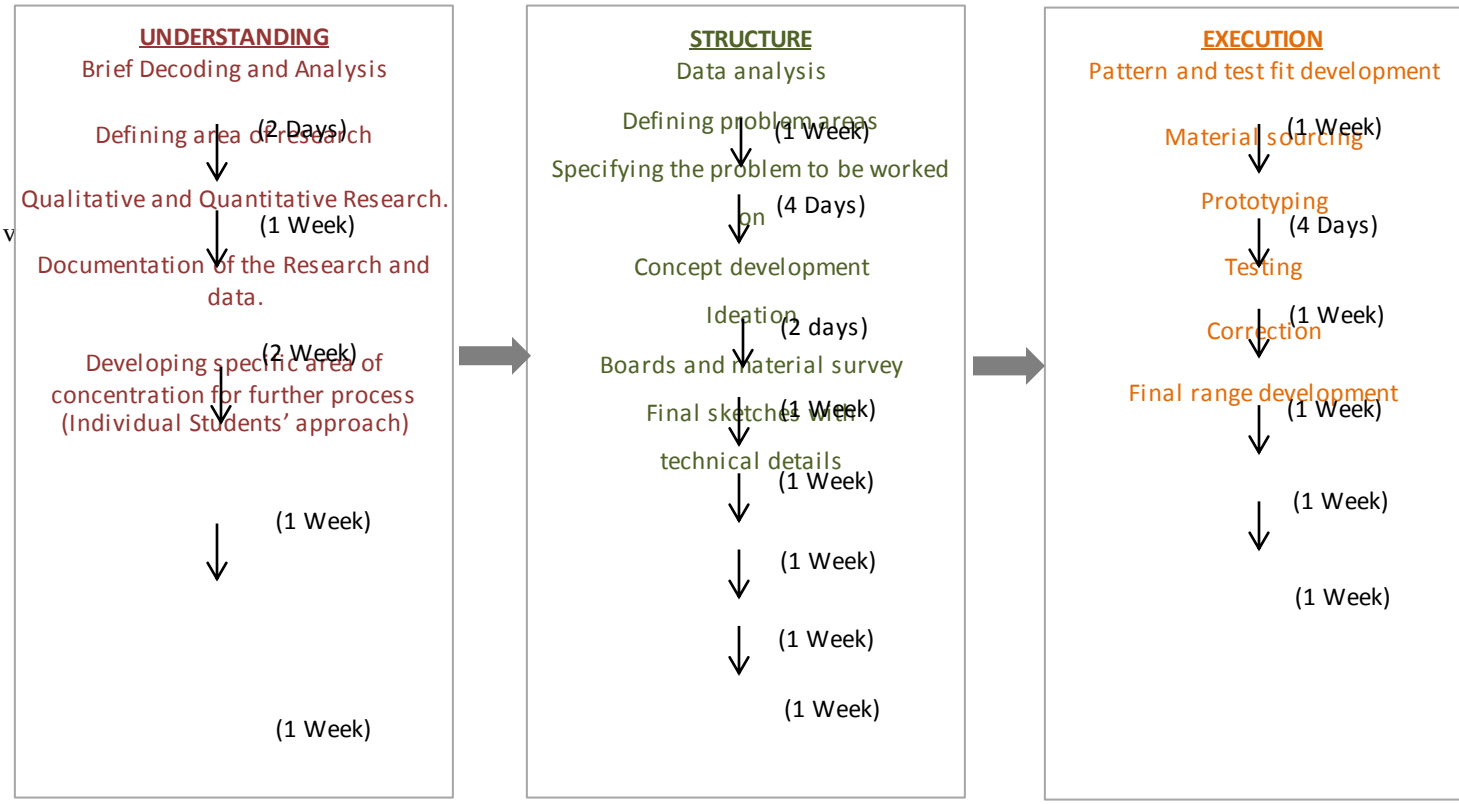
UNIT-II

- Introduction to importance of functional aspect in designs.
- Fashion Design Process and exploration of design details.
- Material, trims and accessory explorations.
- Understanding the mechanical, physical, chemical and sensible properties of fabrics of different GSM and weaves types.
- Understanding fabrics from their structure, Fluidity, Ornamentation, Expansion, Compression.
- Developing a Range in specified category.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

UNIT-III (Design Brief)

- Design Range for specified category. The inspiration could be drawn from a thematic source following the full Design process (Preparation of Art plates like Inspiration Board, Mood Board, Color Board, Silhouette Board, Fabric and Technique Board, Range Development) and the Ensemble made with appropriate reference of trend and forecast, finishing and fitting.
- Swatch collection with necessary information like name, weave, classification, properties etc. Selection of trims, fasteners as per weight and type of fabric.
- Samples done with basic natural and manmade fibers. Overall understanding of use of fabrics in Fashion-combinations, linings, stiffening fabrics etc.

The Process flow for the Final Design Project (FOR 18 WEEKS)



Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

Textbooks:

1. Peacock, J., Men's Fashion- the Complete Sourcebook, 1996. London, Thames and Hudson.
2. Roetzel, B., Gentlemen- A Timeless Fashion, 2008. Germany, Langenscheidt Pub. Inc.
3. Piras, C. and Roetzel, B., Three sixty five Style and Fashion Tips for Men, 2002. Germany, Dumont Publishers.

References:

1. Blackman, C., Hundred Years of Men's wear, 2012. London, Lawrence King Publishers.
2. Shaeffer, C., High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More, 2001. New York, Rodale Books.
3. Kim, I. and Uh. M., Apparel Making in Fashion Design, 2008. Oxford, Berg Publications.
4. www.style.com
5. www.wgsn-edu.com

SCHOOL OF DESIGN (SOD)

BACHELORS OF DESIGN (Fashion Design)

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

Fourth Year

Autumn Semester

L-T- P-C

Title of Course: Major Internship
Course Code: FD 408
Pre-requisite(s):

Course Objectives: The semester indulge the students to understand their roles and responsibilities in actual field (Industry).

Course Content/Process:

STEP I- Negotiation with the Industry for area of work

(In the guidance of CDC And should initiate in the semester break)

- Students has to define their area of work/Interest.
- Students are supposed to negotiate with the industry people for their project and interest areas.
- Students are supposed to join industry keeping in mind the duration of project should be minimum 4 months.

STEP-II -Working in the industry

- The details of industry have to submitted with the college.
- Industry mentor and college mentor should be specified by the students.
- Both mentors should be introduced to each other by the student.
- The status of the project should be regularly discussed with the mentor at the minimum interval of 15 days.

STEP-III- Documentation and Presentation

- Proper documentation of the entire process should be done with the guidance of the mentors.

Evaluation Process: (Design & Design Studio)

• Course Work: 30% Viva
• Mid Term Examinations: NIL
• End Term Examination: 70% Jury

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Academic Curriculum (2020-21 Onwards)

Second Year

AUTUMN SEMESTER

Semester	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	FM 203	Fashion Design Process	1	-	4	5	**3**	3	30*	20@	50#
	FM 213	Pattern Making & Draping	1	-	4	5	**3**	3	50	-	50
	FM 223	Garment Construction	-	-	6	6	**3**	4	50	-	50
	FM 233	Introduction to Computerized Fashion Design	1	-	4	3	**3**	4	50	-	50
	FM 243	History of Indian Costumes	2	-	2	4	**3**	3	25	25	50
	FM 253	Fashion Studies	2	-	2	4	**3**	3	30	20	50
	FM 263	Study of Fashion products	2	-	4	6	**4**	2	50	-	50
		Mody University Elective **(select any One)**$	3	-	-	3	**3**				
		Sub Total	**12**	**-**	**26**	**38**	**25**				

As decided by Academic Council from time to time

AUTUMN SEMESTER

Note:- Inclusive of Jury Award

1/* - C.W. Jury

2/@ - M.T.E Jury

3/# - E.T.E Jury

4/$ - As decided by Academic Council from time to time

Practice hours required per week (Autumn Semester)

- Fashion Design Process: **2 Hrs.**
- Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2**

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Four Year Degree Programme

Academic Curriculum (2020-21 Onwards) **Second Year SPRING SEMESTER**

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 204	Fabrics & Trims Study	2	-	2	4	**3**	4	25	25	50
	FM 214	Buyers and Organizations	3	2	-	5	**4**	3	25	25	50
	FM 224	Product Development Process	3	2	-	5	**4**	3	25	25	50
	FM 234	Basics of Merchandising	3	2	-	5	**4**	3	25	25	50
	FM 244	Fashion Movement	3	2	-	5	**4**	3	25	25	50
	FM 254	Fashion Trend & Forecasting	2	-	2	4	**3**	Viva	50	-	50
		Mody University Elective **(select any One)**[$]	3	-	-	3	**3**				
		Sub Total	**19**	**8**	**4**	**31**	**25**				

As decided by Academic Council from time to time

Practice hours required per week (Spring Semester)

- Fabrics & Trims Study: **2 Hrs.**
- Buyers & Organizations: **2 Hrs.**
- Product Development Process: **2 Hrs.**
- Fashion Movements: **2 Hrs.**
- Fashion Trend & Forecasting: **2 Hrs**

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Academic Curriculum (2020-21 Onwards)

Second Year

L-T-P-C

Title of Course: Fashion Design Process **1-0-4-3**

Course code: FM 203

Pre-requisite(s): Introduction to fashion Industry and Design concepts

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future.
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it.
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking.
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach.
- Customer-focused ethos/customer centric product design process
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client)
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch
- Design Process & new technologies
- Research & Analysis- study trends, market, consumer brands.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. Changing Fashion- A Critical Introduction to Trend Analysis & Meaning. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. Designers Guide to Fashion Apparel. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. Fashion & the Consumer. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. Fashion Entrepreneurship- Retail Business Planning. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. The Dynamics of Fashion. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. Beyond Design: The Synergy of Apparel product development. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. Beyond Design: The Synergy of Apparel product development. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.The Why of the Buy- Consumer Behavior & Fashion Marketing. Fairchild Books.

9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend Forecasting to Shop Floor. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.Understanding Aesthetics for the Merchandising & Design Professional. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. Ethics in Fashion Industry. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. Social Responsibility in the Global Apparel Industry. Fairchild Books.

Evaluation Process:

- Course Work: 30% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- Mid Term Examination: 20 % . Viva for the products and work in progress
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites: https://fuel4fashion.wordpress.com/2013/10/11/the-fashion-design-process/
   http://process.arts.ac.uk/sites/default/files/pecha-kucha__milan_dieffenbacherfinal.pdf
   http://www.businessoffashion.com/articles/basics/the-basics-part-5-design-and-development
2. Handouts: As indicated by the course instructor.
3. Magazines: Fashion, MRM, Vogue, Inside, Elle, Surface, W, Hoop, Fashion Affair, Ignite, Essence, Beautiful, Porter

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Academic Curriculum (2020-21 Onwards)

Second Year

Title of Course: Basics of Pattern Making & Draping **L-T-P-C 1-0-4-3**

Course code: FM 213

Pre-requisite(s): NIL

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets.
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve.
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc.
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke.
- Closures- Zip, Buttons, Hooks &drawstring.
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft basic patterns. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books
3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of Flat Pattern Design 4th edition. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. Draping Basics, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. The Art of Fashion Draping 3rd Edition. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. Integrating Draping, Drafting & Drawing. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. The Art of Fashion Draping. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. Draping for Apparel Design. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. Draping for Fashion Design. Pearson Education
11. Carolyn Kiisel. October 2013. Draping: The Complete Course. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... Couture unfolded: Innovative pleats, folds & draping in Fashion Design. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of patterns & drapes for garment/ product development. Hard copy compiled in file.
- End Term Examination: 50% weightage. Viva with all Products developed. Hard copy compiled in file

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

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Academic Curriculum (2020-21 Onwards)

Second Year

L-T-P-C

Title of Course: Garment Construction **0-0-6-3**
Course code: FM 223
Pre-requisite(s): NIL

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches)
- Garment construction methods and techniques:
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamella Powell. UK September 2010/US July2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
- Amaden-Crawford, Crawford. UK September 2014. Fashion Sewing- Introductory Technique's. Fairchild Books.
- Janace. E. Bubonia. UK December 2014/US October 2014. Apparel Quality- A Guide to Evaluating Sewn Products. Fairchild Books.
- Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. Classic Tailoring Technique's - A Construction Guide for Women's Wear. Fairchild Books
- Raul Jewel. Publishing year unknown. Encyclopedia of Dress Making. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of construction works for the Product development.
- End Term Examination: 50% weightage. Viva with all Products developed.

Other Study Material:

- Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
- Handouts: As indicated by course instructor.
- Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

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Title of Course: Introduction to Computerized Fashion Design **L-T-P-C**
Course Code: FM 233 **1-0-4-3**
Pre-requisite(s): Computer Application I and II

Course Objectives:

- Introduction to advanced use of software's in fashion design.
- To Develop advanced skills applicable in computer graphics in relation to fashion design and business.
- To Explore advanced tools and their application for Visual Communication in fashion business.

Course Description:

- Engage with using vector based software's such as Adobe illustrator CC for Vector Based Illustration in relation to display & Planning.
- Developing skills to create professional digital drawings for Visual Communication in design.
- Exploring various plan and display types and rendering through proper tools and techniques.

Learning Outcomes:

- Demonstrate advanced proficiency in digital illustration techniques and graphic skills for visual communication and presentation.
- Apply learning through effective application of software skills and presentations of the same in rendering of various plan and display types.
- Reflect a unique style of visual communication through a series of artworks.

Reference Books:

- Fashion Designer's Handbook for Adobe Illustrator by Centres, M
- Fashion Illustration Flat Drawing by Maite Lafuente
- Digital Fashion illustration with Photoshop and illustrator by Tallon, Kevin
- Pattern Background material
- Fashion Pattern

Evaluation Process:

- Course Works: 5**0% weightage**: It includes the compilation of all classroom assignments in digital format.
- End Term Examination: 5**0% weightage**: Practical exam and viva

Other Study Material:

Handouts: As indicated by course instructor

Website references:

- http://www.guidebookgallery.org/splashes/illustrator
- https://www.youtube.com/watch?v=eNLFXKyCy0A
- http://wiki.inkscape.org/wiki/index.php/Inkscape_for_Adobe_Illustrator_users#Formats
- uoh.com/blog/comments/the_new_adobe_icons_and_branding http://adobeforfashion.com/illustrator-tutorials/https://www.lynda.com/Illustrator-tutorials/Illustrator-Fashion
- Design-Drawing-Flats/115431-2.html

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Second Year

L T P C

Title of Course: History of Indian Costumes **2 0 2 3**

Course code: FM 243

Pre-requisite(s): Fashion Design Process

Course Objectives:

- Overview of history of costume & fashion in India from ancient times to modern
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern
- How clothing is used as a universal means of symbolizing roles and social positions.
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period.
- Gain greater perspective on the overall historical, social, economical and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize & investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Karl Aspelund. UK July 2009/US My 2009. Fashioning Society- Hundred years of Haute Couture. Fairchild Books
2. Bonnie English. UK July 2007/ US July 2007. A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk. Berg Publishers
3. Lee Bender. UK February 2009/ US February 2009. Bustop & the Influence of the 70's on Fashion Today. Berg Publishers
4. Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus UK October 2011. Berg Publishers
5. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. Survey of Historic Costume. Fairchild Books
6. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. Fashioning Bollywood - The Making & Meaning of Hindi Film Costume. Bloomsbury Academic.
7. Joanne B Eicher & Sandra Lee Evenson. UK October 2014/US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
8. Elaine Stone. UK September 2011/US July 2011. In Fashion. Fairchild Books.
9. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. The World of Fashion. Fairchild Books
10. Jay Diamond & Ellen Diamond. UK January 2008/US November 2007. The World of Fashion. Fairchild Books
11. Ira Neimar. UK December 2011/US October 2011. The Rise of Fashion & Lessons learned at Bergdorf Goodman. Fairchild Books.
12. Mica Nava. UK September 2007/US September 2007. Visceral Cosmopolitanism Gender, Culture & the Normalization of Difference. Berg Publisher.

13. Geraldine Howell. UK December 2012/US December 2012. Wartime Fashion - From Haute Couture to Home Made 1939-1945. Berg Publishers.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.

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Second Year

Title of Course: Fashion Studies **L-T-P-C**
Course code: FM 253 2-0-2-3
Pre-requisite(s): Design Concepts and drawing and colour study

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design, their articulation
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop a sense of composition.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dimensions.
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry. Fashion trends and forecasting. WGSN

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Evaluation Process:
Weightage – 30% for Class Work. Assessment will be on hard copy
MTE 20%. Written practical examination
ETE 50%. Practical written examination

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. The Design Process. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. Structure & Form in Design. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. Designing- An Introduction. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. Beautiful Thing- An Introduction to Design. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. Basic Fashion Design 05-Fashion Drawing. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. Creative Fashion Illustration-How to develop your own Style. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. Key Concepts for the Fashion Industry. Bloomsbury Academic.

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Second Year

	L T P C
Title of Course: Study of Fashion Products	**2 0 4 4**

Course code: FM 263

Pre-requisite(s): Survey of Apparel Designs

Course Objectives:

- Understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers
- Understanding relationship between textile design and selection and fashion business.
- Understand outside influences on fabric and design choice such as availability, cost and environmental concerns.

Course Description:

- Evolution and identification of different fabric prints and designs with consideration to the present global production perspective.
- Overview of production lifecycle on basis of fabric, surface ornamentation and construction methods and its impact on sourcing before the product becomes available in market.
- Conceptualizing collection with analysis of how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation.
- Sourcing fabric and accessories with view of profit maximization in export and designer based orientation with understanding of management of soft goods related to inventory and logistics from factory to stores.
- Strategizing the business plan and using related software programs for planning, forecasting, replenishment, and consumer response exemplifying by Case studies of sourcing and supply chain management policies of major apparel producers and retailers.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.
- Able to conceptualize, source and select fabric for development of line/collection and choosing the target market.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. Sustainable Fashion Supply Chain Management: From Sourcing to Retailing. Springer Edition
2. Jung. E. Brookshire. February 2014. Global Sourcing in the Textile & Apparel Industry (Fashion Series). Prentice Hall
3. Naomi Thompson. June 2012. Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks. Pavilion.
4. Fashion Dex Incorporation. March 2015. Apparel Production Source Book 2015- Solving your domestic production sourcing needs. Fashion Inc.
5. Pamela Ravasio. February 2011. Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. A Guide to Business/Principles & Practices Watson Guptill Revised edition, edition
7. Marlon Zama, Brian Webber, Charles Dagher. November 2004. Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries. Publisher not known
8. Erin Cadigan Sourcing and selecting textiles for Fashion Bloomsbury
9. Doris H Kincade & Fay Y Gibson. Feb 2009. Merchandising of fashion products Study guide for Merchandising of Fashion. Prentice Hall

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Via with all Products developed with Portfolio and Power Point Presentation.

Other Study Material:

- Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
- Handouts: As indicated by course instructor.
- Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
- Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
- Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
- Case Studies: http://www.gep.com/knowledgebank/case-studies

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Spring Semester Second Year

Title of Course – Fashion Fabric and Trim Study **L-T-P-C**
Course code: FM 204 **2-0-2-3**
Pre-requisite(s)-Fibers, Fabrics and Finishes

Course Objectives:

- To understand the hand, feel, structure-woven and knits –it's properties and usage of different fabrics in Fashion.
- Making a swatch collection of types of fabrics.
- To source the right trim for the right fabrics from the market.

Course Description:

1. Understanding of fabrics woven and knits- from their structure, Fluidity, Ornamentation, Expansion, Compression.
2. Fabric terminology and end uses
3. Surface ornamentation techniques and Swatch collection with necessary information like name, weave, classification, properties, count, etc.
4. Indian traditional dyeing and embroidery techniques as overview and its concept
5. Selection of trims, fasteners like buttons, shank buttons, wooden buttons etc. as per weight and type of fabric.
6. Samples done with basic natural and manmade fibers.
7. Overall understanding of use of fabrics in Fashion - combination, linings, stiffening fabrics etc.

Learning Outcomes:

- To understand the hand feel, structure, properties and usage of different fabrics in Fashion.
- To understand different techniques of doing different dyeing and embroidery techniques.
- To survey the market for different types of trims.
- To source the right trim for the right fabrics.

Evaluation Process:

25 % CW, 25% MTE and 50% ETE (Submission and Viva)

References

1. Humphries, M. (2008). *Fabric Reference,* New Jersey, Prentice Hall Publisher.
2. Marypaul, Y. (1995). *Textiles: A Handbook for designers,* New York, W.W. Norton and Co.
3. Mc Carty, C. and Mc Quaid, M. (2002). *Structure and Surface,* New York, The Museum of Modern Art.
4. Pizzuto, J.J., et al. (2009). *Fabric Science,* New York, Fairchild Books.
5. Martin, C. and Main, A. (2005). *Surface Texture Book,* London, Thames and Hudson.
6. Hall, A.J. (1975). *Standard Handbook of Textiles,* U.K., Butterworth- Heinemann Ltd.
7. Moss, S. (2001). *Costume and Chemistry- A Comprehensive Guide to Material and Apparel,* Oxford, Batsford.

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Spring Semester Second Year

Title of Course: Buyer's & Organizations **L-T-P-C**
Course code: FM 214 **3 2 4**
Pre-requisite(s): Understanding Buyers Style

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying.
- Activities, process and people involved from the perspective of the fashion buyer.

- Brand Personality, life cycle costs, organizational buying behavior, Customer Relationship Management, value analysis, customer interaction approach.
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a merchandise plan, mathematical formula, buying strategy, developing sales forecast
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.
- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

- Helen Goworek. 2001. Fashion Buying. Blackwell Science
- Richard Clodfelter. UK October 2002/US August 2002. Making Buying decisions 2nd edition- using the computer as a tool. Fairchild Books
- Richard Clodfelter. UK September 2008/US July 2008. Making Buying decisions 3rd edition- using the computer as a tool. Fairchild Books
- Bette K Tepper. UK November 2001/US September 2001. Mathematics for retail buying 5th edition. Fairchild Books
- John Donellan. UK February 2002/US December 2001. Merchandising Buying and Management. 2nd edition. Fairchild Books.
- Linda Cushman. UK October 2004/US August 2004. Using computerized spreadsheets-Mathematics for retail buying. Fairchild Books
- David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. Fashion Buying- From Trend forecasting to shop floor. Fairchild Books
- Richard Clodfelter. UK September 2012/US July 2012. Retail Buying (From Basic's to Fashion). Fairchild Books.

- Dana Connel. UK December 2009/ US October 2009. A Buyer's Life- A Concise guide to retail planning and forecasting. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. The Why of the Buy- Consumer Behavior and Fashion Marketing. Fairchild Books.
- Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. The Why of the Buy- Consumer Behavior and Fashion Marketing. Fairchild Books.
- John Donellan. UK November 2013/US September 2013. Merchandise Buying & Management. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments .
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

- Websites: http://www.acrwebsite.org/search/view-conference proceedings.aspx?Id=5822
- http://connection.ebscohost.com/c/articles/6597444/fashion-involvement-buying-behavior-methodological-study
- http://bdigital.ufp.pt/bitstream/10284/1020/7/fashion%20involvement.pdf, http://aspire.surrey.ac.uk/items/749C040A-A54C-9038-2EF4-7D9AD740FEB1.html
- Handouts: As indicated by the course instructor.
- Magazines: Glamour, Marie Claire, Bazaar, Inside, Elle, Esquire, CQ, Business of Fashion, Seventeen, Brava, Law A La Mode, Vogue, Fashion.

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Spring Semester Second Year

Title of Course: Product Development process **L-T-P-C**
3- 2- 0- 4

Course code: FM 224
Pre-requisite(s): NIL
Course Objectives:

- Role and Functions of a Merchandiser in the Product Development Process.
- Understand and analyze the role of a Merchandiser in meeting with the challenges of Product Development.
- Understanding Organizational Readiness for Product Development, product range and product line compatibility along with the product branding.

Course Description:

- Understanding Product, Product Development Process, Product Development Stages, and Factors to Consider for Product Development, Role and Responsibilities of a merchandiser according to his position in Organizational Hierarchy.

- The Merchandiser, Merchandiser's role and duties, Merchandise Planning Process, Merchandiser and Product Development.

- Organizational Readiness for product development, Preparations by the Merchandising Department, Sourcing for product development, maintaining inventory, maintaining assortments.

- Understanding product adoption process, Developing Product Mix and Product Range, Product line Compatibility and Attributes.

- Product or Merchandise selection as a Competitive Advantage tool, Product Branding and role of a Merchandiser.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of product development in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's product development, product range and line process along with factors affecting brand creation.
- Exhibit, adapt, utilize & investigate the role of Merchandiser in the product development process in an organization.
- Complete awareness about product development and merchandise selection as Competitive tool.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Written Examination.
- End Term Examination: 50% weightage (Theory Examination)

Indicative Reading:

- Handbook of New Product Development Management, *Edited by: Christoph H. Loch and Stylianos Kavadias*, ISBN: 978-0-7506-8552-8, Taylor & Francis as of 2011.
- Regan. L. Cynthia, Apparel Product Design and Merchandising Strategies, 2008, Pearson Prentice Hall, 2008, ISBN 0131197592. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,

- Rosemary Varley, Retail Product Managemnet: Buying and Merchandising, 2005, Routledge.
- Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.

Reference Books:

1. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
2. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing.
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
5. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Books.
6. Jay Diamond; Ellon Diamond, The World of Fashion , 2007, Fairchild.
7. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics.* Fairchild Books.
8. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books.
9. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books.
10. Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall
11. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
12. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books.
13. Merchandise Buying & Management, John Donnellan, 2001, Farechild Books,.
14. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
15. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books

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Spring Semester Second Year

Title of Course: Basics of Merchandising **L T P C**
Buying Styles **3- 2 - 4**
Course code: FM 234
Pre-requisite(s): NIL

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the Buyer's Merchandise Planning.
- Understanding Various Buying Styles.
- Understanding Buyer Behaviour and its Process.
- Understanding Buyer's end operations and Merchandise goals, planning and Value delivery process from the perspective of a Merchandiser.

Course Description:

- Merchandise Planning, Understanding Merchandising Needs, Understanding Buyer's Merchandise Planning, and Meeting Buyer's Goals.
- Research on Contemporary Fashion Companies' their products and Consumers, Helping Buyer's succeed in the market, the right merchandise blend.
- Trend Analysis and forecasting your buyer's future needs, streamlining buyer's merchandising process, corporate level buying, Evaluation yardsticks for buyers.
- Merchandiser, Key Roles and Responsibilities of Merchandiser in retail sector.
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors.
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display.
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity.
- Develop sales Forecast: trends, websites plan stock levels, monitor performance.
- Understanding potential customers: Challenges in meeting consumer demands for the right product, at the right prices and at the right times. Using Technology: for retail buying and working with foreign markets

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser in decoding buyer's need.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers and their needs.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring delivery of value to the buyer and buying organizations.
- Ability to understand buyer's requirements and decision making process along with evaluation yardsticks.

Reference Books:

- Basics of Fashion Management 01: Fashion Merchandising. UK November 2011/US November 2011. Ava Publishing
- Frings, Gini S. (2002). **Fashion: From Concept To Consumer.** 7th Edition. New
- Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Book
- Grace I Kunz. UK October 2009/ US August 2009. Merchandising: Theory, Principles & Practice. Fairchild Books
- Jernigan, M.H. & Easterling H. (1990). **Fashion Merchandising & Marketing.** New York, Macmillan

- Jersey, Prentice-Hall John Donnellan. UK August 2007/US June 2007.
- Merchandise Buying & Management 3rd edition. Fairchild Books john Donnellan. UK February 2002/US December 2001. Merchandise Buying & Management 2nd edition. Fairchild Books
- Linda. M. Cushman. UK May 2011/US March 2011. A Practical Approach to Merchandising. Fairchild Books
- Mike Easey, ed. (2002). **Fashion Marketing.** 2nd Edition. Oxford, Blackwell Science Ltd.
- Pamela. M. Philips, Ellye Bloom, John D Mattingly. Fashion Sales Promotion- The Selling behind Selling. Prentice Hall
- Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. Developing & Branding the Fashion Merchandising Portfolio. Fairchild Books
- Rosetta Lafleur. UK March 2010/US January 2010. Merchandise planning workbook. Fairchild Books.
- Stone, Elaine. (1990). **Fashion Merchandising.** 5th Edition. New York, Mc Graw-Hill

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

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Spring Semester Second Year

L-T-P-C
3- 2-0-4

Title of Course: Fashion Movement
Course code: FM 244
Pre-requisite(s):Historical development of Fashion Industry

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon: explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources.
- Reflect critically on the historical, social, cultural and global dimensions of fashion. Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day.
- Understanding development of the field of fashion studies, theoretical viewpoints. Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc.
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.

Reference Books:

1. French Lunning. UK February 2013/US April 2013. Fetish Style. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. Vampire Culture. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. Fashion & Museums - Theory & Practice. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. Fashion & Music. Berg Publishers

5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. Dress Sense- Emotional & Sensory Experiences of the Body & Clothes. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. Fashion & Celebrity Culture. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. Fashion & Cultural Studies. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. Slogan T-Shirts (cult & culture). A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. Dress & Society. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. Berg Publishers. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. The Visible Self - Global Perspectives on Dress, Culture & Society. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. Global Perspectives on Dress, Culture & Society. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination)

Other Study Material:

4) Websites:http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
http://thoughteconomics.blogspot.in/2012/09/fashion.html
5) Handouts: As indicated by course instructor
6) Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

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Spring Semester Second Year

L-T-P-C
2 0 2 3

Title of Course: Fashion Trend and Forecasting
Course Code: FM 254
Pre-requisite(s): Fashion products
Course Objectives:

To study and research traditional textiles, arts & crafts of India. Document the process of craft techniques. Gain hands-on experience of learning traditional Textile techniques from Master Craft's persons. To sensitize the students to value traditional textiles and crafts of India.

Course Description:

- **Introduction to term Forecasting**
- **Role of Forecasting in Indian and global fashion industry**
- **Function and process of forecasting**
- **Long and short term forecasting**
- **Types of forecasting and study of colour, texture, trend, style and fashion forecasting**
- **Forecasting agencies**
- **The method of study of forecast**
- **Role of merchandiser in knowing forecasting**
- **Study of forecast pertaining to different continents**
- **Plethora of fashion**
- **Study of demographics and fashion cultures**
- **Process of forecasting documentation**
- **Survey y and analysis study**

Learning Outcomes:

- **Demonstrate complete knowledge and understanding of the Traditional Textiles & Crafts of India**
- **Apply learning through a knowhow of various traditional dyeing, printing, weaving and other Techniques.**
- **Exhibit, adapt, utilize, investigate and document detailed processes of each of the regional crafts.**

Evaluation Process:

- **Course Work: 50% weightage on Class assignments which includes digital presentations of traditional textiles and crafts, samples done in embroidery and a scrap book made of the learning of this Course.**

- **End Term Examination: 50% weightage is on end term Viva with all class work and presentation done on a chosen Traditional textiles/ crafts/ embroidery.**

References:

15. **Singh, M., et al. (1995). Saris of India: Bihar and West Bengal, New Delhi, Wiley Eastern.**
16. **Gillow, J. and Barnard, N. (1991). Traditional Indian Textiles, London, Thames and Hudson.**
17. **Bhatnagar, P. (2008). Decorative Design History in Indian Textiles and Costumes, New Delhi, Abhishek Publications.**
18. **Askari, N. and Crill, R. (1997). Colors of the Indus: Costume and Textiles of Pakistan, London, Merrell Publishers Ltd.**

19. Ghosh, G.K. (2011). Indian Textiles: Past and Present, New Delhi, Abhishek Publications.
20. Mathur, A. (2006). Woven Wonder: the Tradition of Indian Textiles, New Delhi, B.P.I. India.
21. Naik, S.D. (2010). Traditional Embroideries of India, New Delhi, Ashish Publishing House.
22. Ranjan & Ranjan , 2009, Handmade in India A Geographic Encyclopedia of India Handicrafts, Abbeville Press, Inc US 1st Edition
23. Rta Kapur Chishti & Rahul Jain , (2000), Handcrafted Indian Textiles, Roli Books, 1st edition
24. Crill, Rosemary , (1998) Indian Ikat Textiles, Weather Hill Publ.
25. Pepin Press, (1999), Indian Textile Prints with CD , PAP/Cdr edition.
26. Catherine Legrand , (2013), Indigo-The color that changed the world , Thames & Hudson 1st edition
27. Edwards Eiluned, (2011), Textiles & Dress of Gujarat- Grantha Corporation Publ.
28. Usha Srikant, (2005), Ethnic Embroidery of India- 1& 2, OM Books

Other Study Materials:

Handouts: As instructed by subject teacher

- Websites: www.craftrevival.org, www.cruzio.com/zdino/bookreviews/creative.habit.com
- www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com
- www.premiervision.fr, www.academia.edu/840618.An_overview_of_Traditional_Textiles_of_India
- www.indiaheritage.org/creative/creative_textiles.htm
- www.academia.edu/205115/ Traditional _Textile_of_India_Kashmir_Textiles
- www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles
- www.nopr.niscair.res.in/bitstream/123456789/10310.pdf
- Magazines: Make in India launched by Conde Nast, Embroidery Magazine by Embroiderers Guild UK, Stitch, The Fabric of India/ a British Muslim Magazine, Crafts UK

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Third Year

Autumn Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
1	FM 305	Product Pricing & Selling	2		2	4	**3**	3	25	25	50
2	FM 315	Enterprise Resource Planning	2		4	6	4	3	50		50
3	FM 325	Retail Structure & Different Retailing Techniques	2		2	4	3	3	25	25	50
4	FM 335	Fashion Communication and Publishing	2		2	4	3	3	50		50
5	FM 345	Fashion Event Management	1		4	5	3	3	50		50
6	FM 355	Supply Chain & Product Sourcing	2		2	4	3	3	25	25	50
7	FM 365	Production Planning & Control	2		2	4	3	3	25	25	50
	Sub Total		13		19	32	22				

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Spring Semester

S. No	Course Code	Course Title	Contact hours per week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact Hours			CW	MTE	ETE
	FM 306	Global Issues & Ethical Trading	2		2	4	3	3	25	25	50
	FM 316	Market Research	2		4	6	4	3	25	25	50
	FM 326	Fashion Trend Forecasting,Promotion and Fashion Brand Management	2		4	5	4	3	25	25	50
	FM 336	Visual Merchandising	1		4	5	3	3	25	25	50
	FM 346	Digital Media Marketing	2		2	4	3	3	50		50
	FM 356	#Textile Internship(2 weeks)	1		4	5	3	3	50		50
	FM 366	Fashion Product Management	1		2	3	2	3	25	25	50
		CBCS	3	0	0	3	3	3	25	25	50
		Sub Total	14	0	22	35	25				

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Third Year

Autumn Semester

L-T- P-C

Title of Course: Product pricing and selling _____
Course Code: FM 305

Pre-requisite(s):Basics of Merchandising, Product development Process

Course Objectives:
Promote an in-depth introduction to product cost, techniques used in buying and planning process.
Provide a thorough grounding in accounting and costing approaches used in the Fashion Industries.
Offer hands-on experience in the use of business metrics and spreadsheets.
Explore the application of these to the systematic analysis of a range of Fashion Business scenarios and environments.

Course Content:

UNIT- I
Basic concepts of calculating cost of different fashion products in terms of manufacturing, Factors affecting profit including billed cost, cost of goods sold, delivered cost and skeletal profit and loss statements
UNIT-II
Cost of merchandise and terms of sale including Different types of discounts and different types of dating, negotiating transport terms
UNIT-III

Calculating mark ups and mark downs and strategies used for pricing
UNIT-IV

Six month merchandise plan for planning stocks, purchases and markdowns
Learning Outcomes:

Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Communicate mathematical and technological information with clarity, logic and accuracy.

Synthesise, assess and evaluate information and data from appropriate sources and use these to make informed, independent judgments and decision making in relation to technical product and/or business contexts.

Evaluation Process:

Class Work:25%
Mid- Term:25%
End Term:50%

Text books:

1. A practical approach to merchandising mathematics Linda M cushman
2. Davis Burns, L, Mullet, KK, and Bryant, NO (2011). *The Business of Fashion. Designing, Manufacturing and Marketing. Fourth Edition.* New York, USA: Fairchild Books/Conde Nast.
3. Anderson, DR, Sweeney, DJ, Williams, TA, Camm, JD, and Martin, KM (2012). *An Introduction to Management Science. Quantitative Approaches to Decision Making (13th Edition).* Mason, OH: South-Western/Cengage Learning.

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Third Year

Autumn Semester

Title of Course: Fashion Communication and Publishing **L-T- P-C**

Course Code: FM 335

Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through magazine production;
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at PR in fashion magazine publishing;
- Writing creatively for a fashion magazine; work with a magazine layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion magazine proposals and project in all their mechanical and editorial aspects

Course Content:

UNIT- I

What is Magazine Production?

Bibliography and suggested readings. First key concepts of magazine production: its challenge, its process, career possibilities. A short history of magazine production from its beginning to its latest trends, with a specific focus on the fashion magazine.

UNIT-II

The power of magazines: The business of publishing; the role of publishers and how they relate to other departments on a typical commercial magazine; understanding how editorial departments work; distribution.

UNIT-III

Art and design in the magazine production process: Structure of an editorial department, essential elements for creating good content based around preparation, commissioning and checking/subbing material; planning cycles; news, features and reviews

UNIT-IV

Photography and design – Creating visual appeal Content: The role of the art editor and the importance of good design in creating compelling publications; typography, colour and graphics (photography and illustration), used to create a visual object that will appeal to readers. Successful approaches and techniques in the fashion publishing industry.

UNIT- V

Fashion journalism: Writing for Magazines. Topic research, storytelling tools, evaluating story ideas; writing the query letter.

UNIT – VI

Fashion Promotion Communication Content: Writing for advertising, for Public Relations, and for the New Media – strategies, text typologies, media involved, and communication goals according to target audiences.

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work:50% Minor Project

End Term:50% Major Project

Text books:

1. Jason Whittaker, Magazine Production, Routledge, London & New York, 2008.
2. Ambrose, G. & Harris, P. The Visual Dictionary of Pre-Press & Production, Lausanne: AVA 2010. Blanco, J. The Complete Guide to Book Publicity, New York: Allworth 2004.
3. Campbell, R. Media and Culture – An Introduction to Mass Communication. Fifth edition, – St. Martins Press, 2005. Marshall, L. Bookmaking, Editing/Design/Production, Third Edition (2004).
4. Smith, R. D. Strategic Planning for Public Relations. 3rd edition. Routledge, 2009. Turow, J. Media Today.
5. An Introduction to Mass Communication, London & New York: Routledge 2010, pp. 262-297. VV. AA., Turning Pages.
6. Editorial Design for Print Media, Berlin: Gestalten 2010. Watson, J. and Hill, A.
7. A Dictionary Of Communications And Media Studies. Sixth edition, A Hodder Arnold Publication, 2003. Wilcox, D. L. and Cameron, G. T.
8. Public Relations: Strategies and Tactics, 10th edition, Pearson Education Inc., 2012.

References:

1. _____
2. _____

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Third Year

Autumn Semester

Title of Course: Fashion Event Management _____
Course Code: FM 345
Pre-requisite(s): Communication and Presentation Skills

Course Objectives:

- Develop a marketing & PR campaign through at fashion media and its target audience(s) through event being organized.
- Direct media relations between magazine publishing houses, authors, people working in the fashion business and the media;
- Manage social media tools aimed at fashion event management and various fashion shows and social awareness events;
- Writing creatively for an upcoming event; work with event layout and, eventually, create new ones, according to the target audience of the magazine itself;
- Develop fashion event conduction proposals and project in all their mechanical and editorial aspects

Course Content:

Unit I : Introduction to event Management, Size & type of event, Event team, Code of ethics

Unit II: Principles of event Management, concept & designing, Analysis of concept, Logistics of concept.

Unit III:Feasibility, Keys to success, SWOT Analysis

Unit IV: Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of planning tools

Unit V:Protocols, Dress codes, staging, staffing

Unit VI :Leadership, Traits and characteristics

Learning Outcomes:

- To be able to explore world of the magazine business with emphasis on fashion publications.
- Understand the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own.

Evaluation Process:

Class Work: 50% Minor Project

End Term: 50% Major Project

Text books:

Suggested Reading

- Event Management by Lynn Van Der Wagen & Brenda R Carlos.
- Successful Event Management By Anton Shone & Bryn Parry
- The Fundamentals of Fashion Management By: Susan Dillon
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition C. A. Preston
- Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions
- Front Cover Leonard H. Hoyle

References:

1. Fashion show
earthbeat.sk.ca/get_involved/documents/ActionGuideFashionShow.pdf
2. Fashion Show Production and Management - Iowa State University
www.hs.iastate.edu/cwsyllabi/2015Spring/AESHM/AESHM472.pdf
3. How to plan a fashion show - Amnesty International
https://www.amnesty.org.uk/files/sfr_guide_how_to_plan_a_fashion_show.pdf
4. SPRING FASHION SHOW
www.philau.edu/ebooks/styleline/spring09/pdf/stylelinespring09.pdf

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Third Year

Autumn Semester

Title of Course: Enterprise Resource Planning LTPC
Course Code: FM 315
Pre-requisite(s): Product Development

Course Objectives:

- Provide understanding of integration of information systems, sales and distributions, accounts, inventory receivables, inventory and human resources.
- Provide hands-on use of software on grounds of accounting and costing approaches used in the Fashion Industry.
- Explore the application of systematic analysis of a management of Fashion Business

Course Content:

UNIT- I
The basic concept of Enterprise Resource Planning and Management
UNIT-II
Practical application of financial accounting, management accounting and HR accounting
UNIT-III
Practical application of manufacturing –Aggregate Planning, Master Demand Scheduling, Fabric management module, product Master and BOM management, Work order Management, Batch Management, Material management, Material requirement planning
UNIT-IV
Supply chain management-Order management and project management
Limitations and Scope of ERP

Learning Outcomes:

- Understand concepts and applications of enterprise resource management (ERM) and enterprise resource planning (ERP) systems.
- Develop working skills in planning and managing enterprise resources including aggregate planning, master demand scheduling, materials requirements planning, capacity management, and short-term scheduling.
- Apply modern software including Oracle ERP system to plan and manage resources in organizations.

Evaluation Process:

Class Work: 50%

End Term: 50%

Text books:

References:

1. _____
2. _____
3. _____

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Third Year

Spring Semester

Title of Course: Global issues and ethical trading _____

Course Code: FM 306

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackle environmental and social issues present in garment industry at national and international level.

Course Content:

UNIT- I

- Key theories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances.

UNIT II

- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA, Quota Allocation and elimination, GATT, FTA

UNIT III

- The international market with regard to products, services and intellectual property and how those challenges affect economic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade.

UNIT IV

- Ethical Trading- Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification

Learning Outcomes:

- To Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies.
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry,*Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*

6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd9058525737500662 3f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_Nena Bode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)
- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY**)**

Videos

- General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA) https://youtu.be/KMZGbaXYq58
- The Fiber Side of Textile Recyclinghttps://youtu.be/CJka9tHkxjs

https://www.youtube.com/watch?v=pEbFnAMHHps

- The Full Story of the Rana Plaza Factory Disaster.https://youtu.be/pEbFnAMHHps
- Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated

http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india

- They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory

http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html

- Govt comes out with plan to resolve Tirupur crisis

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Third Year

Spring Semester

L-T- P-C

Title of Course: Market research _____

Course Code: FM 316

Pre-requisite(s): Basics of Merchandising

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with research and develop problem aspects.
- To develop and find out more market entry techniques and create new product segments
- To display skills of carrying significant research for different brands, do brands comparison and create new market
- To develop research aptitude for capturing potential markets
- To develop required skills to translate ideas and designs into potential marketing and merchandising features.

Course Content:

UNIT- I

- Research theory: defining purpose of market research

UNIT II

- Research Analysis: Choosing what to research, Selection theme, primary and secondary sources and sources and inspiration and target age group and demographics across the globe.

UNIT III

- Defining Research and Review of Literature

UNIT IV

- Methods and procedures of conducting research and method of analysis

UNIT V

- Compiling research –sketchbook, techniques for drawing, collage, analysis of research and mood boards and designing from research and communicating ideas through various formats

Learning Outcomes:

- To relate easily to the need and importance of market research in field of merchandising.
- To be able explain the process of marketing and relate it to manufacturing and production.
- To carry out market research for various fashion product categories
- To be able derive time plan and action plan for given order execution

- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary business challenges.

Reference Books:

- Research and Design Second Edition Simon Seivewright Bloomsbury edition
- Research Methods for the fashion Industry Judy Zaccagini Flynn and Irene M Foster

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

Case studies:

- Emerging Trends in Fashion Marketing: A Case Study of ... - RASCI rasci.in/downloads/2012/Emerging_Trends_Fashion_Marketing_2012.pdf
- Luxury and Premium Fashion Brands Online Marketing, Case Study ... https://www.theseus.fi/bitstream/handle/10024/45356/Nuutinen_Susanna.pdf
- Market Research Case Studies - NPD Group U.K. https://www.npdgroup.co.uk/wps/portal/npd/uk/solutions/case-studies

Videos

- Fashion Market Research Flick Through (1st Class Degree) https://youtu.be/3xvTa5AhnHk
- Market Research | How to Start Your Fashion Company® https://youtu.be/mHuYiKoDxFY

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Trend Forecasting, Promotion and Brand Management
Course Code: FM 326

Pre-requisite(s): Product development Process
Buyers and Buying Organizations

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Content:

UNIT- I

- Understand and apply Range planning and seasonal merchandise mix

UNIT- II

- Work on the Product Development process flow along with costing for the selected market.

UNIT- III

- Launching the brand for the chosen market.

UNIT- IV

- Evaluation of sales and distribution channel for the market.

UNIT- V

- Developing Branding and Promotion plan and designing marketing mix.

Learning Outcomes:

- Able to analyse the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting, Om Books International, New Delhi*
2. Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi
6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing*
7. *Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
8. Peterson, L.K & Cullen, Cheryl Dangel,(2000*),Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
9. Packard, S., winters, A. & Axelrod, N. (1998), *Fashion Buying& Merchandising*. 2nd Edition, New York, Fairchild Publications
10. O'Hara, G. (1986), *The Encyclopedia of Fashion*. London, Thames & Hudson
11. Brannon, Evelyn L. (2002),*"Entrepreneurship"*, Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination of 25 marks
- End Term Examination: 50% weightage (Submission of brand portfolio and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businesscasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU

BBC Three - Secrets of the Superbrands (Fashion) https://youtu.be/fd7lfcnIb9c

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BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2020-21 Onwards)

Third Year

Spring Semester

L-T- P-C

Title of Course: Visual Merchandising _____
Course Code: FM 336

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of visual merchandising.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of making window display and creating floor layouts for in-store retail merchandising and window displays.

Course Content:

UNIT I
- History of Visual Merchandising, Basics of VM, and role of Visual Merchandiser-activities, visual merchandising of department store, multiple chain store, small retail outlets.

UNIT II
- Methods and techniques for creating successful displays-Store design and study of various retail stores and Windows display-themes, schemes, budgeting, props, signage, graphics, window calendar, mannequins

UNIT III
- Visual Merchandising and planning –set up display shop, store planning and design

UNIT IV
- Areas of Visual Merchandising and display –Point of purchase display, Trade show design-industrial display, Fashion Shows, Trade org and sources

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in visual merchandising
- To learn the techniques and art of creating attractive visual displays.
- To learn from various case studies about the best window displays and in-store interiors
- Interiors

- To develop commercial and service aspects in field of retail.

Reference Books:

- Visual Merchandising Second Edition, Tony Morgan
- Visual Merchandising And Display ,Sixth Edition, Martin Pegler
- The Why of Buy

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Creation of portfolio of techniques and methods of window display
- End Term Examination: 50% weightage (Power Point Presentation, photoshoot and virtual tour of created VM displays).

Other Study Material:

Case studies:

- http://www.smartmerchandiser.com/visual-merchandising-case-studies/
- http://onedoor.com/customer-stories/
- www.whiteghyll.co.uk/case-studies/
- https://www.tutor2u.net/_legacy/assets/retailcafe/unit3/Unit%203%20Resources.pdf
- www.franklinretail.com/ng7la2fahdrxj4q/

Videos

- Visual Merchandising Secrets: How to Design Stores That Delight ...
- Video for visual merchandising ▶ 25:58
- https://www.youtube.com/watch?v=RbtekNjTpaM
- What Is Visual Merchandising? - YouTube
- Video for visual merchandising ▶ 3:24
- https://www.youtube.com/watch?v=hugOxXQ9dfc
- Visual Merchandising: How To Attract Customers' Attention - YouTube
- Video for visual merchandising ▶ 1:35
- https://www.youtube.com/watch?v=my7ECNL_c14
- Silent selling: the art and science of visual merchandising - YouTube
- Video for visual merchandising ▶ 49:51
- https://www.youtube.com/watch?v=ICViBwGb--4

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Third Year

Spring Semester

L-T- P-C

Title of Course: Digital Media Marketing _____

Course Code: FM 346

Pre-requisite(s): Buyers and organizations

Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of digital media.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skills to enhance their competency in knowing the methods of marketing, story board development, layouts for various fast fashion and luxury fashion brands.

Course Content:

UNIT- I

- Evolution of Digital Media Marketing and website creation.

UNIT II

- Blogging and Content Marketing and Search Engine Optimization

UNIT III

- Social Media Marketing and Online Advertising

UNIT IV

- Influencer and Affiliate Marketing

UNIT V

- Create and Manage YouTube Channel

Learning Outcomes:

- To relate easily to the need and importance of creativity and well as technicality in digital media marketing.
- To learn the techniques and art of creating attractive digital media.
- To learn from various websites about the best website development interfaces and their designs.

- To develop commercial and service aspects in field of digital media marketing.

Reference Books:

- Digital Marketing for Dummies by Ryan Deiss and Russ Hennesberry, 2017
- Don't Make Me Think Revisited: A Common Sense Approach to Web Usability by Steve Krug
- Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising by Cory Rabazinsky, 2015
- Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog by Jo and Dale Reardon, 2015
- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

Evaluation Process:

- Course Work: 50% weightage. It includes Digital media portfolio development.
- End Term Examination: 50% weightage (YouTube development, photoshoot and virtual tour of digital portfolio).

Other Study Material:

Case studies:

- https://www.6smarketing.com/casestudies/
- https://blog.thesocialms.com/9-digital-marketing-case-studies/
- https://www.digitalvidya.com/blog/case-study-on-how-burberry-became-a-digital-luxury-brand/
- https://www.beebyclarkmeyler.com/digital-marketing-case-studies/

Videos

- 19 Digital & Social Media Marketing Trends for 2018 https://youtu.be/EETCzJdw1Xg
- What is Digital Marketing? Step By Step Digital Marketing Tutorial https://youtu.be/WoGgA2ahvoM
- Build A Digital Strategy in 5 Steps https://youtu.be/KgwrnjVRHRw

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Third Year

Spring Semester

L-T- P-C

Title of Course: Textile Internship **Total Contact H: 45**

Course code: FM 356

Pre-requisite(s): Completed Two Year studies of BFM, Textile Study

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: Instructional Methodology:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 45 hours per week during the two weeks (15 days) in semester of January to May, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the textile processing, finishing, sourcing, marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the students will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of textile processing and finishing along marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

16. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
17. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
18. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising.* Fairchild Books
19. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
20. *Basics of Fashion Management 01: Fashion Merchandisin*g. UK November 2011/US November 2011. Ava Publishing
21. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship and guidelines by project mentor.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

Websites:

https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ

Handouts: As Indicated by course instructor.

- Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London

Case Studies:

- https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6

AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Third Year

Spring Semester

L-T- P-C

Title of Course: Fashion Product Management _____

Course Code: FM 366

Pre-requisite(s): Product development Process

Course Objectives:

- Acquiring global knowledge about the complex world of fashion and how its market works.
- Knowing about the life process of the fashion product, from its design, to production and sale
- Understanding the important part played by marketing and brand management in fashion.
- Acquiring the necessary tools to be able to apply profitability and efficiency criteria.
- Acquiring the industry's key negotiation and management skills.
- Understanding the role of the commercial department and the different distribution and sales channels.

Course Content:

UNIT- I

- Life cycle of the product, Purchasing plan and Collection structure.

UNIT- II

- Production and suppliers and Demand planning

UNIT- III

- Logistics and distribution channels- Production and management of suppliers in Asia and India.

UNIT- IV

- Behaviour of consumers and trends, Competition and Commercial analysis and price setting, Product categories management.

UNIT- V

• Communication and PR, Sales point and visual merchandising (Personal shopper, buying experience, etc.).

Learning Outcomes:

- To relate easily to the need and importance of fashion product management
- To explain the process of public relations in product management.
- To carry out negotiation and understand the building competition.
- To plan preproduction activities for given situation
- Confidently select appropriate quantitative and qualitative approaches to identify, formulate and solve problem relating to contemporary product categories related challenges.

Reference Books:

- Media of Idea Searching for Design IDEA SEARCHING FOR DESIGN HOW TO RESEARCH AND DEVELOP DESIGN CONCEPTS By :David Bramston, YeLi David J. Tyler
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management, John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*
- *Media of Going Global, GOING GLOBAL THE TEXTILE AND APPAREL INDUSTRY, Grace I. Kunz, Elena Karpova, Myrna B. Garner*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Power Point Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 25 marks
- End Term Examination: 50% weightage (Theory Examination and Power Point Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf
- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf

Videos

- James · Product Manager Zara.com https://youtu.be/cFvueK-XwmA
- What Is Product Life Cycle in Fashion? https://youtu.be/ON8kozB5yhI
- Fashion Product and Promotion - University of Sunderland video
  https://youtu.be/g6m9QAw4wko
  https://youtu.be/9Rn8bDLVfks
- The Future of Product Management — Janice Fraser https://youtu.be/f116MblyZbQ
- Amazon University Recruiting: Product Management https://youtu.be/68Gh9TzemM4

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Fourth Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	FM 407	Internship # June- July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva (With Report & Power-Point Presentation)	50	-	50
	FM 417	Major Project	-	-	-	40	**10**	Viva (With Report & Power-Point Presentation)	50	-	50
		Sub Total	**-**	**-**	**-**	**88**	**25**				

 # Internship: Students will join internship immediately after closing of Spring Semester (Third Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Fourth Year).

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Fourth Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	FM 402	Dissertation	-	6	14	20 Contact hrs and 35 Independent hrs.	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	FM 404	Portfolio Development	1	2	6	9	**5**	Viva (With Report & Power-Point Presentation)	25	-	75
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

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Fourth Year
Autumn Semester

Title of Course: Internship **Total Contact H: 48**

Course code: FM 407 (Internship)

Online feedback ()

Pre-requisite(s): Completed Three Years studies of BFM **Jury:**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: **Instructional Methodology:**

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

6. To ensure that students understand a broad range of marketing/fashion concepts and terms.
7. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.

8. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
9. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
10. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

22. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
23. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
24. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
25. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
26. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
27. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the DigitalPresentation of Internship and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

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Fourth Year

Title of Course: Major Project **Total**
Contact H: 40
Course code: FM 417

Pre-requisite(s): Completed Three Years studies of BFM

Course Objectives:

- *Students have to carry out literature survey, compile text material and pursue project on any specific topic of interest to them. It is expected from the students that they will utilize the allotted hours/ week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.*

Course Description:

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor.

In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the continuous monitoring and assessment by the mentor.
- 50% weightage is based on the Digital Presentation of Project and Viva Voce.

Other Study Material:

- Websites;https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:.Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6

AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2020-21 Onwards)
Fourth Year

Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: FM 402
Pre-requisite(s): BFM Year 1, 2 & 3

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis

- Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)
BACHELORS OF DESIGN (Fashion and Merchandising)
Four Year Degree Programme
Academic Curriculum (2020-21 Onwards)
Fourth Year

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: FM 404
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing aholistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2015-16 Onwards)

BACHELORS OF INTERIOR DESIGN

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

Foundation Programme									Autumn Semester		
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
AUTUMN SEMESTER	FD20.101	Design Concepts-I	1	-	4	5	5	3	50	-	50
	FD20.111	Drawing & Color	1	-	4	5	5	3	50	-	50
	FD20.121	Material and Process	1	-	2	3	4	3	50	-	50
	FD20.131	Communication Design- I	1	-	4	5	3	3	30	20	50
	FD20.141	History of Art & Culture-I	2	-	2	4	3	3	30	20	50
	UC19.101	Social and Professional Ethics	3	-	-	3	2	3	10	40	50
	CBCS						3				
	Sub Total		12	-	16	28	25				

Foundation Programme									Spring Semester		
	Course Code	Course Title	Contact Hours Per Week				Credits	ETE Duration Hrs.	Weightage (%)		
			L	T	P	Total Contact hours			CW	MTE	ETE
SPRING SEMESTER	FD20.102	Design Concepts-II	2	-	6	8	5	3	50	-	50
	FD20.112	Visualization and Representation	2	-	6	8	5	3	50	-	50
	FD20.122	Material- Exploration and Prototyping	2	-	4	6	4	3	50	-	50
	FD20.132	Communication Design - II	1	-	4	5	3	3	30	20	50
	FD20.142	History of Art & Culture-II	2	-	2	4	4	3	30	20	50
	UC19.102	Communication Skill	2	-	-	2	2				
	Sub Total		9		22	31	23				

B. Interior Design Academic Curriculum (2020 - 2021)

B. Interior Design Academic Curriculum												
Second Year / Third Semester												
S.No.	**Course Code**	**Course Title**	**Practical / Theory Subject**	**Teaching Scheme**			**Credits of the Subject**	**ETE Duration in hours**	**Weightage (%)**			**Remarks (If Any)**
				L	T	P			CW	MTE	ETE	
1	BD 211	Design Studio - III	P	2	0	8	10	3	25	25	50	
2	BD 221	Interior Materials & Construction Technology - III	P	2	0	4	6	2	25	25	50	
3	BD 231	Climatology & Building Physics	Th	2	0	0	2	2	25	25	50	
4	BD 241	Building Services - I	Th	1	0	1	2	3	25	25	50	
5	BD 251	Space & Furniture Design - I	P	1	0	1	2	3	25	25	50	
6	BD 261	Computer Applications	P	1	0	1	2	3	25	25	50	
		Value added courses (Foreign Language)	----	2	0	0	2					
		Total					26					

B. Interior Design Academic Curriculum (2020 - 2021)

B. Interior Design Academic Curriculum												
Second Year / Fourth Semester												
S.No.	**Course Code**	**Course Title**	**Practical / Theory Subject**	**Teaching Scheme**			**Credits of the Subject**	**ETE Duration in hours**	**Weightage (%)**			**Remarks (If Any)**
				L	T	P			CW	MTE	ETE	
1	BD 212	Design Studio - IV	P	2	0	8	10	3	25	25	50	
2	BD 222	Interior Materials & Construction Technology - IV	P	2	0	4	6	3	25	25	50	
3	BD 232	Landscape for Interiors - I	Th	1	0	1	2	2	25	25	50	
4	BD 242	Building Services - II	Th	1	0	1	2	3	25	25	50	
5	BD 252	Space & Furniture Design - II	P	1	0	2	3	3	25	25	50	
6	BD 262	Computer Applications - II	P	0	0	2	2	3	25	25	50	
		Value added courses (Foreign Language)	----	2	0	0	2					
		Total					27					

B. Interior Design Academic Curriculum (2020 - 2021)

B. Interior Design Academic Curriculum												
Third Year / Fifth Semester												
S.No.	**Course Code**	**Course Title**	**Practical / Theory Subject**	**Teaching Scheme**			**Credits of the Subject**	**ETE Duration in hours**	**Weightage (%)**			**Remarks (If Any)**
				L	T	P			CW	MTE	ETE	
1	BD 311	Design Studio - V	P	2	0	10	12	3	25	25	50	
2	BD 321	Revitalization of Arts & Crafts	Th	2	0	0	2	3	25	25	50	
3	BD 331	Specification, Quantity & Estimation	Th	3	0	0	3	2	25	25	50	
4	BD 341	Landscape for Interiors - II	Th	1	0	2	3	3	25	25	50	
5	BD 351	Computer Applications - 3DS MAX	P	1	0	2	3	3	25	25	50	
6	BD 361	Craft documentation (Elective - I)	P	1	0	1	2	3	25	25	50	
7	BD 371	Vastu Shastra (Elective - I)										
		Total					25					

B. Interior Design Academic Curriculum (2020 - 2021)

B. Interior Design Academic Curriculum												
Third Year / Sixth Semester												
S.No.	**Course Code**	**Course Title**	**Practical / Theory Subject**	**Teaching Scheme**			**Credits of the Subject**	**ETE Duration in hours**	**Weightage (%)**			**Grand Total (Sessionals + ETE)**
				L	T	P			CW	MTE	ETE	
1	BD 312	Practical Training	P	NA	NA	NA	28	NA	NA	NA	NA	2800
		Total					28					2800

B. Interior Design Academic Curriculum (2020 - 2021)

B. Interior Design Academic Curriculum												
Second Year / Third Semester												
S.No.	**Course Code**	**Course Title**	**Practical / Theory Subject**	**Teaching Scheme**			**Credits of the Subject**	**ETE Duration in hours**	**Weightage (%)**			**Remarks (If Any)**
				L	T	P			CW	MTE	ETE	
1	BD 411	Design Studio - VII	P	2	0	10	12	3	25	25	50	
2	BD 421	Interior Imaging & Branding	Th	2	0	2	4	3	25	25	50	
3	BD 431	Professional Practice	Th	3	0	0	3	3	25	25	50	
4	BD 441	Conservation, Restoration & Readaptation	Th	2	0	4	6	3	25	25	50	
		Total					25					

B. Interior Design Academic Curriculum (2020 - 2021)

B.Interior Design Academic Curriculum												
Second Year / Fourth Semester												
S.No.	**Course Code**	**Course Title**	**Practical / Theory Subject**	**Teaching Scheme**			**Credits of the Subject**	**ETE Duration in hours**	**Weightage (%)**			**Remarks (If Any)**
				L	T	P			CW	MTE	ETE	
1	BD 412	Design Thesis	P	NA	NA	NA	24	3	NA	NA	NA	2400
2	BD 422	Product Design (Advance Elective - I)	P	1	0	2	3	3	25	25	50	
3	BD 432	Art & Installation in Design (Advacne Elective - I)										
4	BD 442	Design for Fragile Population (Advance Elective - II)	P	1	0	2	3	3	25	25	50	
5	BD 452	Sustainable Interiors (Advance Elective - II)										
		Total					30					

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts-I **L-T-P-C**
Course Code: FD20.101 **1-0-4-3**

Course Objectives:

- To develop an understanding and appreciate the basic Elements & Principles of Design, Design concepts & Composition as well as introduce the students to the basic concept of design.

Course Description:

UNIT-I

- Study of elements of designs; line, color, shape, texture, patterns and forms.
- Types of line, line art work and application based design development. Psychological implication of lines shapes and forms.
- Study and development of textures of marble, blow, smoke, embossed, salt, sand, collage, fabric, surface enhancement texturing, thread puling etc.
- Study of Negative and positive space and its application in design concepts
- Color theories and schemes. Tint and shades, tones, complimentary, triad, contrast, pastels, dusty pastels and study of color psychology and combinations.
- Understanding of Elements, Principles of Design and their articulation.
- Processes of design thinking Formal visual properties of line, shape, form, Pattern, value, texture and sequence.
- To develop sense of composition.
- To develop understanding of tangible and non-tangible aspects of elements of design.
- Development of prints, line illusion, impact of prints through lines, shapes and forms on various surfaces.

UNIT-II

- Study of Principle of Design, Concepts and its application in given themes.
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, emphasis, proportion scale in 2, 3 & 4.
- Understanding & Articulation of Aesthetic Principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Study of application of Design concepts by National and International Designers, artists and craftmen.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises
- Exhibit, adapt, utilize & investigate the process of design thinking.
- Demonstrate the ability to project their approach to their respective fields.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style,UK October 2014/US December 2014, Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion, UK March 2013/US January 2013, Fairchild Books (also 4th edition January/November 2008)

Reference Books:

- Bloomsbury Academic, Fashion Theory Volume 18 issue 4- The Journal of Dress Body & Culture, UK September 2014. Bloomsbury Academic.
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design,UK September 2012/US November 2012,Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2000, Tuschen publishers.
- G.J Sumathi,Elements of Fashion and Apparel Design, New India 2007, New Age International publisher

- Kathryn Mckelvey,Fashion Design: process, Innovation and Practices, .UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Drawing & Color
Course Code: FD20.121 **L-T- P-C**
1-0-4-3

Course Objectives:

- To develop skills of freehand drawing and sketching to cultivate an ability to visualize, analyze, observe and communicate ideas/concepts.
- To understand and communicate through drawing & color studies, the principles governing the visual phenomenon as perceived by the human eye.
- To explore and enhance construction and analytical methods of drawing, sketching and coloring, through diverse methods and techniques.

Course Description:

UNIT-I

- Freehand Sketching and its importance.
- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Perspective drawing.
- Line Contour
- Study of 2 dimensional and 3 dimensional sketching/drawing.
- Study of Color and its application (Primary, Secondary, Tertiary, Intensity, Value, Hue, Tints, Shades, Tones and Color Wheel)

UNIT-II

- Study method and process of shading techniques through scribbling, doodling, stippling and hatching.
- Nature Study and its application in design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of freehand sketching/drawing, its application & color study.
- Apply learning through a development of 2D sketches and drawing
- Exhibit, adapt & utilize the role of drawing& color in design.
- Demonstrate the ability to handle drawing & color application.

Text Books

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing
- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing. Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Stuart Mc Kenzie, Creative Fashion Illustration- How to develop your own style, UK October 2014/US December 2014, Bloomsbury Academic

Reference Books:

- Jeanne Allen. 1986 Designer's Guide to Color 3. Chronicle Book
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion, 2001,The Pepin Press
- Bina Abling, Fashion Sketchbook, UK June 2012/US April 2012, Fairchild Books.
- Bina Abling, Marker, Rendering for Fashion, Accessories & Home Fashions, UK November 2005/US September 2005. Fairchild Books
- Naoki watanabe, Contemporary fashion illustration techniques, June2009, Rockport publications.
- Danielle Meder, Draw fashion now, 2006, Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015, Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material and Process
Course Code: FD20.131 **L-T- P-C**
1-0-2-2

Course Objectives:

- To develop understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of basic material (solid, sheet, linear and granular).
- To develop an instinct for material and their potential through manipulation.
- Orientation of basic hand tools, precision tools and techniques to manipulate materials.

Course Description:

UNIT-I

- Understanding of material, its behavior, characteristic and properties.
- Material manipulation & exploration (Paper, POP, GI Wire, Clay, Plastic, Metal Sheet etc.).
- Handling of tools & equipment.
- Precision and accuracy, precautions and care.

UNIT-II

- To explore product's construction, finishing and application of basic elements and principals of design on it.
- Introduction to visual elements in the three dimensions with a basic understanding and application of elements and principles of design.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Material manipulation &exploration and finishes.
- Apply their learning through hands on approach to skills, mediums and tools. .
- Exhibit, adapt, utilize & investigate the role of material for appropriate application& co relation & precision in design.

Text Books:

- Usha Srikant, Ethnic Embroidery of India, 2000 ,Honesty Publishers & Distributors
- Beverly Lemire, Cotton, March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.
- JJ Pizzuto, Fabric Science, 11th Edition, 2012, Bloomsbury Publication

Reference Books:

- Kimberly Irwin, Surface Design for Fabric-Bundle Book+ studio access card, March 2014, Fairchild Books Holly Harrison (2007) Mixed media collage- An Exploration of contemporary Artists, methods & materials, UK, Quarry Books.
- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, The Country Diary Book of Crafts, 1985, Bloomsburg Books London
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide, ,Feb 2014., Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan, Sourcing and selecting Textiles for Fashion: sourcing and selection, 2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-I
Course Code: FD20.141 **L-T-P-C**

1-0- 4- 3

Course Objectives:

The course has an emphasis on how meaning is constructed and communicated through digital media. Students use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic photography, digital image creation and the integration of a variety of media. Digital imaging tools include raster software applications such as Photoshop to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Basic understanding of communication, Significance, effectiveness and importance of different sensory organs.
- Evolution of communication, basic elements of communication, different types of communication, travel of communication and their barriers, important C's of communication.
- Difference between communication & mass communication.
- Comparison and significance of different medium of communication (Newspaper, TV, Cinema).
- Role of communication in society.
- Process from idea to formulation of opinion. Future and trends of communication.

UNIT-II

- Creative Writing – principles and methods of effective writing.
- Exception in mass media writing, use of words, sentences, types of words and construction of sentences.
- Use of tenses in different media writing.
- Photography - Interaction of words and images-explore and examine how words and images interact to create emergent meaning.

- Basics of photography, composition and different aspects of photography.
- Basics of Adobe Photoshop.

Learning Outcomes:

On the fundamental level, by the end of this course student should walk away with:

- A basic understanding of communication.
- An ability to understand your masses.
- Express your utmost creativity through writing.
- Ready to see the world with different perspective through lenses.

Text Book:

- Kumar, Kewal J, Mass Communication in India, Jaico Books, New Delhi.
- George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
- Langford, M. (2000). Basic Photography. New Delhi: Focal Press.

Reference Books:

- J.S. Yadava & Pradeep Mathur, Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi
- Folts, J. A. and Lovell, R. P. Handbook of Photography.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -I
Course Code: FD20.151

L-T-P-C
2-**0-2-3**

Course Objectives:

- To introduce students to Oriental/Eastern history of art and culture and interpret the symbols for contextual application.
- Basic knowledge and grasp of the overall context (cultural, socio-economic, political, religious etc.) of important works of Indian/Eastern art, in relation to contemporary practices
- Interpretive response to creative application of materials, techniques, elements and principles of eastern art.

Course Description:

UNIT-I

- History of Oriental Art and costumes forms Prehistoric times till date. Impact of cultures influences on fashion movement.
- Study of Mongolian art and clothing movement and its impact on other cultures.
- Ancient Indian costume study and development of samples. Study of development of accessory line from B.C to A.D to digital age. Study of art movement from Stone, Bronze Age to vedic, Maurya, Gupta, Magdha, Indo Scythians, and rise of Hinduism, Jainism, and Buddhism.

UNIT-II

- Indian Traditional Painting/Artists. Concepts and evolution.
- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context.
- Study of Cultural influences.
- Study of color coding for class and society in different dynasties.
- Study of post-colonial and impact of British colonies on Indian culture development.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of Eastern/Oriental art & culture
- Apply learning through effective presentations & documentation of Crafts of India.
- Exhibit, adapt, apply, utilize & investigate the role of Oriental art& culture.

Text Books:

- Helen Warner, Fashion on Television- Identity & Celebrity Culture, UK April 2014/US June 2014, Bloomsbury Academic
- Jessica Hemmings, Cultural Threads- Transnational Textiles Today, November 2014, Fairchild Books.
- Susan. B. Kaiser, Fashion & Cultural Studies, , UK November 2012/US January 2013, Berg Publishers

Reference Books:

- Werness Hope D,The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, Oceania & North America, January 2000,Continuum Publication
- Lynne Hume. UK October 2013/US December 2013. The Religious Life of Dress- Global Fashion & Faith. Berg Publishers
- Geczy Adam, Art: Histories, Theories & Exceptions, January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg, Dress & Society, UK December 2008/US October 2008, Fairchild Book.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- G.J Sumathi, Elements of Fashion and Apparel Design, New India 2007,New Age International publisher
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Social and Professional Ethics
Course Code: UC19.101 **L-T-P-C**
3-0-0-3

Course Objectives:

This course input is intended

- To help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings
- To facilitate the development of a Holistic perspective among students towards life and profession as well as towards happiness and prosperity based on a correct understanding of the Human reality and the rest of Existence.
- To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually fulfilling human behavior and mutually enriching interaction with Nature.

Thus, this course is intended to provide a much needed orientational input in value education to the young enquiring minds.

Course Description:

UNIT-I

- Understanding the need, basic guidelines, content and process for Value Education.
- Self-Exploration–what is it? - its content and process; 'Natural Acceptance' and Experiential Validation- as the mechanism for self-exploration
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels.
- Understanding human being as a co-existence of the sentient 'I' and the material 'Body'
- Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of 'I' and harmony in 'I'
- Appraisal of Physical needs, meaning of Prosperity in detail

- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and
- differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals
- Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha)- from family to world family!

UNIT-II

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of naturerecyclability and self-regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence.
- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
    a) Ability to utilize the professional competence for augmenting universal human order
    b) Ability to identify the scope and characteristics of people-friendly and ecofriendly production systems,
    c) Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
    a) At the level of individual: as socially and ecologically responsible engineers, echnologists and managers
    b) At the level of society: as mutually enriching institutions and organizations

Learning Outcomes:

- The students start exploring themselves; get comfortable to each other and start finding the need and relevance for the course.
- The students start finding that technical education without study of human values can generate more problems than solutions.
- The students become aware of their activities of 'I' and start finding their focus of attention at different moments.

Text Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2

Reference Books:

- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- PL Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Purblishers.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Design Concepts –II **L-T-P-C**
Course Code: FD20.102 **1-0-4-4**
Pre-requisite(s): Design Concepts-I

Course Objectives:

- To develop skills of visualization, communication and over all understanding of attributes of 3d forms.
- Depicting various qualities and characteristics of materials through rendering such as transparency, high gloss and matt.

Course Description:

UNIT-I

- To study the processes of different mediums while applying elements and principles of design.
- Visualization of Tangible and Non Tangible aspects of 2D & 3D Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual form, Abstract form, Pictorial and Typographical Elements).
- Understanding of Scaling and enlargement of design.

UNIT -II

- Development of motifs or pattern to apply on various surfaces. Focusing on surface ornamentation.
- Study of color selection implied for different themes.
- Inspiration capturing, collection of inspiration and study of design extractions out of each inspiration.
- Product development process: inspiration, ideation, exploration and Prototyping.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of developing representation skill to aid design ideation & visualization.
- Ability of the student to represent 3D objects along with surface material specification.
- Exhibit, adapt, apply, utilize & investigate the role of design ideation and visualization.

Text Books:

- Karl Aspelund, The Design Process, UK May 2010/US March 2010, Fairchild Books

- Stuart Mc Kenzie, Creative Fashion Illustration-How to develop your own Style, UK October 2014/US December 2014,. Bloomsbury Academic
- Zeshu Takmura, Fashion Illustration techniques- A super reference book, April 2012, Rockport publishers Reprint edition
- Jay Diamond & Ellen Diamond, The World of Fashion. Fairchild Books (also 4th edition January/November 2008), UK March 2013/US January 2013.

Reference Books:

- Anderson Felsner & Ronald Reed, Color Studies, UK January 2014/US November 2014, Fairchild Books
- Michael Hann, Structure & Form in Design, UK September 2012/US November 2012, Berg Publishers
- Karl Aspelund, Designing- An Introduction, UK November 2014/US September 2014, Fairchild Books.
- Terry Jones, 100 contemporary Fashion Designers, Taschen 25 special ed edition, November 2009, Tuschen publishers.
- Kathryn Mckelvey, Fashion Design: process, Innovation and Practices, UK 2012,Wiley Publishers

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Visualization and Representation **L-T-P-C**
Course Code: FD20. 112 **1-0-4-4**
Pre-requisite(s): Drawing and Color

Course Objectives:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To enhance 3-D quality of an object, space or form through color renderings.

Course Description:

UNIT-I

- Study of various lifestyle products.
- Dissection and cross section of fruits/vegetables.
- Study of basic Geometry and Tessellation.

UNIT-II

- Study of various material rendering (fabric, wood, ceramic, paper, plastics, leather, rag zine, various types of fabrics.)
- Study of Still life from light, composition, space, shade, scale and proportion etc. Representation of 3D through rendered surfaces.
- Study of Human Anatomy and proportions.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of surface rendering techniques.
- Apply learning through a development of all material rendering.
- Exhibit, adapt, apply & utilize the study of light and shade in design.
- Ability of the student to represent 3D objects along with surface and material specification.

Text Books:

- Bina Abling, Model Drawing, UK June 2003/US May 2003, Fairchild Books.
- John Hopkins, Basics Fashion Design 05: Fashion Drawing, UK November 2009/US December 2009, Ava Publishing

- Bina Abling & Kathleen Maggio, Integrating Draping, Drafting & Drawing,UK October 2008/US August 2008,Fairchild Books
- Anderson Felsner & Ronald Reed, Color Studies, . UK January 2014/US November 2014, Fairchild Books

Reference Books:

- Jeanne Allen, Designer's Guide to Color ,1986, Chronicle Books
- Elisabetta Drudi, Tiziana Paci, Figure drawing for Fashion,2001, The Pepin Press
- Danielle Meder, Draw fashion now,2006,Rockport Publication.
- Kathryn Hagen, Fashion Illustrations for Designers, USA 2015,Waveland publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of all Art works, Digital Presentations.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Final Examination will also include viva with Portfolio.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Material-Exploration and Prototyping **L-T-P-C**
Course Code: FD20. 122 **1-0-2-4**
Pre-requisite(s): Materials & Process

Course Objectives:
Develop understanding of:

- Variety of materials in raw, process and finished forms and uses (wood, metal, plastics, glass, ceramic, leather & textiles etc.),
- of basic processes to enhance physical characteristic of materials through surface treatment.
- of tools, equipment, machinery, manufacturing process and their limitations as well as applications

Course Description:
UNIT-I

- To develop understanding of basic principles of manufacturing processes, and insight into technology and innovation.
- Familiarization & orientation to raw processes and finished forms of materials (wood, metal, plastic, glass, ceramic, leather, textiles etc) of subtractive (machining) & additive (fabrication, form) process of materials
- Historical study of technology & innovation in context of prototyping.
- To explore materials like Boxboard, Wire, Mount board, Copper, Aluminum etc.

UNIT -II

- To study and explore materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).
- Judgment of application, limitation and use of materials & processes.
- Study of development of commercially viable products in respect to different themes provided.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of pre and post production aspects of material.
- Apply learning through hands on experience of exploring tools, equipment & machinery for undertaking the process of design.
- Exhibit, adapt, utilize, and investigate the role of material exploration for design translation through an assimilation of diverse inputs.

Text Books:

- Usha Srikant,Ethnic Embroidery of India,2000,Honesty Publishers & Distributors
- Beverly Lemire, Cotton ,March 2011, Berg Publishers
- Nigel Cheney & Helen Mc Allister, Textile Surface Manipulation, November 2013, Bloomsbury Visual Arts.

Reference Books:

- Bernard. P Corbman, Textiles- Fiber to Fabric. 6th Edition International Edition, 1983, Mc Graw Hill Book Company. Gregg Division.
- Annette Mitchell, the Country Diary Book of Crafts, 1985, Bloomsburg Books London.
- Clive Hallet, Amanda Johnston, Fabric for Fashion: The complete guide,Feb 2014, Laurence King Publishing
- Julia Gaimster, Visual Research Methods in fashion, 2013, Bloomsbury publications.
- Erin Cadigan,Sourcing and selecting Textiles for Fashion: sourcing and selection,2014, Bloomsbury publication.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development.
- Mid Term Examinations: NA.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Power Point Presentation.

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SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: Communication Design-II **L-T-P-C**
Course Code: FD20. 132 **1-0-4-4**
Pre-requisite(s): Communication Design-I

Course Objectives:

The course has an emphasis on how meaning is constructed and communicated through digital media. Students conti to use digital software & methods to explore the conceptual, aesthetic and formal qualities that inform how ideas and impressions are expressed on a two-dimensional plane and beyond that. Students explore visual organization and representational forms and engagement through graphic compositions, basic videography, digital image creation and integration of a variety of media. Digital imaging tools include vector software applications such as Adobe Illustrator Corel Draw to explore 2D and time-based presentations.

Course Description:

UNIT-I

- Communication Theory – Introduction of Different communication theory and Models.
- Significance of different theory and models in present scenario.
- Origin and development of Print, electronic & Web Media.
- Basics of Video – Elements of videography. Production process.
- Script writing, story board, log sheet.
- Introduction to editing software.
- Timeline, shot division, effects and transition.

UNIT-II

- Creative Writing II – Translation – meaning, types and principles of translation.
- Rewriting. Types of writing for mass media.
- Difference between web writing, news writing and magazine writing.
- Ingredients of writing for new media. Review – Book, Film & TV programmes.
- Story writing.
- Basic Photography (Practical) – Camera Parts and functions, Lighting, Exposure, Composition, Depth of field Rule of third etc.

Learning Outcomes:

- An understanding of how communication works.
- Origin of different mode of communication and human needs.
- Understand the new media and how media change the scenario of communication
- Explore the world of new media along with visuals and photographs.

Recommended Text book:

- Sharma, O.P. Practical Photography. (2003). New Delhi: Hind Pocket Books.
- Thomas S. Kane, Oxford Essentials Guide To Writing.

References:

- Folts, J. A. and Lovell, R. P. Handbook of Photography.
- Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

SCHOOL OF DESIGN (SOD)

BACHELORS OF INTERIOR DESIGN

Four Year Degree Programme

Academic Curriculum (2020-21 Onwards)

First Year - FOUNDATION PROGRAMME

Title of Course: History of Art & Culture -II **L-T-P-C**
Course Code: FD20. 142 **2-0-2-4**
Pre-requisite(s): History of Art & Culture - I

Course Objectives:

- To introduce the students to ancient history with reference to western art & culture. To develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.
- To point out the various functions western art has served through the ages in different geographical, cultural& socio-economical context.

Course Description:

UNIT-I

- To engage with and explore the concept of cultural studies in the context of western art from prehistory to modern.
- Study of Art movement from Ancient world Greek, Egypt, Roman, to Study of Art and object development during Byzantine, Romanesque, and Gothic.
- Study of Art movement from Renaissance, Baroque, Rococo, Neo Classicism, Romanticism, Art Nouvae.
- Study of object development during 1910 to 2010.

UNIT-II

- To study the impact of development in object's (textures, colors and its reflection in society).
- To explore the relationships between Western culture and the social and political developments of the region (World War I & II, Industrial revolution etc.)
- The study of Western Art, Social & Cultural Revolution in the Indian Context.

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of western art & culture
- Apply learning through effective presentations & documentation of the overall research in relation to contemporary art & cultural practices.
- Exhibit, adapt, utilize & investigate the role of Western art & Culture in the Indian context.

Text Books:

- Al Ries, Laura Ries March, 2009. The Origin of Brands: How Product Evolution Creates Endless Possibilities for New Brands, HarperCollins e-books

Reference Books:

- Werness Hope D, The Continuum Encyclopedia of Native Art, World View, Symbolism & Culture in Africa, . January 2000, Oceania & North America, Continuum Publication
- Geczy Adam, Art: Histories, Theories & Exceptions: ,January 2007, Berg Publishers
- Jane. E. Workman & Beth. W Freeburg. Dress & Society. UK December 2008/US October 2008. Fairchild Book.

Evaluation Process:

- Class Works: 30% weightage. It includes Quiz, Digital Presentations, and Class Assignments.
- Mid Term Examinations: 20% weightage.
- End Term Examination: 50% weightage. Final Examination.

Second Year

BI 211	**Design Studio – III**	**16 - 16**

Focus:
A. Understanding of context and implementation of principles in design
B. Basic of AutoCAD software
C. Basic vocabulary of design.
D. Understanding importance of spoken, written and visual communication.

Objectives

- Understanding the resBIential complexes and apartments.
- Understanding fundamentals of theory of architecture
- Understanding importance of spoken, written and visual communication. basic vocabulary of design
- Studio design project
- Introduction, various terms used
- Interior Designing for ResBIences depending on different concepts
- Need and Importance of interiors in ResBIential buildings
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.
- Reinforcing spoken, written and presentation skills in English.

Content

- Studio projects shall be structured to deal with two (or more) distinctly different contexts with program being BIentical.
- ResBIential project will be introduced.
- Project may emphasis largely on Kitchen and Toilet of the resBIential unit for designing and detailing.
- Advanced English reading and writing exercises through book reviews, business letter writing, and presentation of design projects, group discussions and project reports.

Outcome

- Enable students to learn and understand theory of architecture in depth with practical approach in design.
- Enable students to gain confBIence in spoken and written English language
- Understanding of context and relationship of functions

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40 %: 20% Internal continuous assessment + 20% External)}

Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.

- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.

- Gary Gordon & Jamco L. Nuckolls - **Interior lighting for Designers**, Third edition - John Wiley & Sons, New York, 1995.

- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.

BI 221	Building Materials & Applications - I	4 - 4

Focus: The course provBIes information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective: To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content:

Materials to be studied based on –

Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components. Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.

Masonry – mud, bricks, building tiles i.e roof, floor and wall tiles, stones, clay, lime, sand, mortars, cement and aggregates, concrete, gypsum based plaster etc.

Timber, cane, bamboo – characteristics of good timber, defects, applications of timber like joints, floors, openings, staircases, roof forms etc. Finishes in timber like flooring, paneling etc. Finishes to timber.

Wood – Plywood, block boards, particle board, medium density fibre etc. – their properties, process of manufacture, tools and technology of its application and quality assessment, finishes to reconstituted wood, - lamination, polishing etc. Insulation materials – various insulating materials, their properties and applications. Surface finishes for wood products and derivatives etc., Coatings – clear and pigmented finishes technical or protective coatings etc.

Paints– Protective coating paints, types of paints – water paints, distempers, cement based paints, emulsion paints, anti-corrosive paints etc. – composition, functions, preparation and application method, painting on different surfaces, defects in painting etc.

Varnishes (oil and spirit) – various types – French polish, damp proofing finishes etc. and methods of application

Outcome: Students should do case studies, market surveys, visual presentations, site visits and drawings.
An Understanding of advanced materials, products and methods of construction and in detailing.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and $_{th}$Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.

- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.

- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.

- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.

- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi, 1990.

- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.

- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 241	Interior Environmental Analysis	2 - 2

Focus: Developing the Analytical skills and understanding of climatology. The focus of the course is to impart scientific building design and site planning as related to climate, particularly to tropical climates as found in India by giving importance for human comfort in interior spaces through natural elements.

Objective:

- Understanding of Climate and its impact on design, fundamentals of climatology and environmental studies, Passive climatic control.
- To apply the principles of Solar Passive Architecture to design of buildings and Interiors.
- Introduction – Climate and built form interaction. Global climatic factors, elements of climate, impact and issues of climatic balance in traditional and contemporary built environments, issues of ecological balance, implications of climatic forces in nature of spaces and forms. Patterns of organization and elements of built form at indivBIual building.
- Thermal comfort and heat flow: Thermal comfort factors, physiological aspects. Body heat balance. Building climatological site analysis, application of comfort diagrams, introduction to basic thermal units, theory of heat flow, heat transmission, thermal properties of materials, human heat balance. Physiological comfort, outdoors and indoors, heat flow within buildings, steady state conditions and periodic flow, thermal performance of building elements.
- Sun and Design process – Solar charts, sun angles and shadow angles, orientation for sun, sun control, design of shading devices, radiation, glare, solar energy and its technical applications. Climate and material choices, color and texture choices for interior spaces.
- To equip the students with the basic understanding of climatic types in India and the impact on requirements of building design and site planning. To introduce them for planning for thermal comfort, day lighting and natural ventilation, familiarize them with the data, methods, principles, standards and tools for planning and designing for climatic comfort.

Content:

- Introduction to passive techniques of cooling such as evaporative cooling, earth tubing, wind scoops, roof ponds, shaded courtyards etc.,
- Two design exercises (in hot dry and warm humBI climate) with an objective to integrate passive cooling systems in the design.

Outcome:

Students will learn to analyze as well as the impacts of climate on design and dealing with them.

The student should be able to predict climatic conditions in a given building and redesign for given parameters.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Koeinsberger, O.H. and others, **Manual of Tropical Housing and Building**. Orient Longman, Chennai, 2003.
- Konya Allan**, Design for Hot Climates**
- Kukreja. C.P. **Tropical Architecture**. Tata McGraw Hill Pub. Co. Ltd. New Delhi, 1978.
- Markus, T.A and Morris. E.N. **Buildings. Climate and Energy**, Pitman Pub Ltd., London, 1980.
- Olgay and Olgay, **Solar Control and Shading Devices**.

BI 251	Building Services I	3 - 3

Focus: Understand building services as essential part of design

Objective

- To impart the knowledge and skills required for understanding the building services of water supply and sanitation and their integration with architectural design.
- Understanding rain water harvesting.

Content

Unit-1: Water supply introduction, sources of water supply, qualitative and quantitative aspects, impurities, purification sedimentation, coagulants, filtration, disinfection, water softening and miscellaneous treatment of water. Sources of water pollution and preventive measures. Public water distribution system, methods of layout of distribution pipes.

- Pipe sizes, fittings, valves, types of taps, wash basins, sink, bath tubs, flushing cistern. Domestic water supply systems mains, ferrules, service pipe, water meter, sump, pumps, overhead tank, distribution pipes, cold water and hot water supply for single and multistoried buildings.
- Provision for fire fighting fire hydrants. Study of solar heating systems, gas and electric geysers.

Unit-2: Sanitation: Introduction, importance and purpose of sanitation, definitions bacteria, invert, sewer, sewerage, types of refuse, collection and disposal of refuse, systems of drainage separate, combined and partially separate system, advantages and disadvantages of each system.

- Sanitary requirements for various types of buildings, types of pipes.
- Man holes drop manholes, manhole with intercepting trap, inspection chambers, self cleansing velocity, drains on sloping sites, sub soil drainage, storm water disposal catch basins, inlets, storm water regulators.
- Importance of pumps and sewage pumping stations, septic tanks soak pit, soak well, design aspects, disposal of effluent.
- House drainage principles, traps-floor trap, multi-trap, gully trap, grease and oil trap, urinals, Indian, European, Anglo Indian type of water closet, squatting urinal, bBIet
- Definitions Siphonage, anti-siphonage pipe, cowl, fresh air inlet, soil and waste pipes, vent pipe
- Systems of plumbing single stack, one pipe, one pipe partially ventilated, two pipe disposal of waste water from buildings typical plan of resBIence with garage showing all the traps, inspection chambers, pipes connected to public sewer line alternatively

connecting the same layout of pipes to septic tank. Testing of drains and drain pipes.

- Brief study - natural methods of sewage disposal by dilution and land treatment, self purification of natural waters, oxBlation, sewage treatment, oxBlation ponds, aqua privy, garage drainage and layout of simple drainage systems, sewers, materials, laying and testing of sewers, ventilation of sewers, surface drains, sewer, cleaning of sewers, re-cycling of sewage water. Rain water harvesting.

- Rural sanitation, biogas, different methods of collection and disposal of dry refuse and night soil

- Site visits Water treatment plant, sewage treatment plant, multistoried apartments for studying water supply and sanitary arrangements.

Unit-3: Electrical services: Importance of electrical services in buildings, introduction to commonly used terminology, Supply and distribution of electricity to buildings substations (including high tension panels, transformers, low tension panels, generators) and overhead versus underground distribution systems, panel boards etc.

- Internal supply and distribution brief description of various cabling types, conduit, PVC casing and capping wiring systems; Earthing and brief description of protective devices fuses, MCBs, ELCB, etc., Electrical load estimation. Introduction to power and lighting circuits. Indian Electricity Rules-Relevant codes of Practice.

Unit-4: Interior lighting: Quality and quantity of light; Methods of lighting: ambient, task and accent lighting, Systems of luminaries: direct, indirect etc., Various types of electrical lamps incandescent, fluorescent/CFL, HBI s, neon lamps and their lighting characteristics, Design consBlerations for different types of occupancies and tasks Preparation of a lighting and electrical scheme.

Outcome:

- Students will understand the importance of building services and their use in building
- Students will learn Rain Water Harvesting in buildings

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Hussain S.K, **T.B of water supply and sanitary engineering**, 3rd ed, Oxford and IBH pub. Ltd., New Delhi, 1994
- Kshirsagar, S. R, **Water supply engineering**, 6th ed, Roorkee publications, 1980.
- Rangwala, S.C. **Water supply and Sanitary Engineering : Environmental Engineering**, 19th ed, Charotar pub house, Anand, 2004.
- **Electrical wiring and contracting** (vol. 1 to vol.4), London. The New era

Publishing
Company.

- Dr Frith Abnwos and others, **Electrical Engineering handbook**.
- William . J. Guinness, **Mechanical and Electrical Systems for Buildings**, New York :Mc Graw Hill.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.
- Wanda jankowski, **Lighting : In Architecture and Interior Design**, pbc intl, 1995.
- Moore Fuller, **Concepts and practice of Architectural Day lighting**, Van Nostrand Reinhold co., New York, 1985.

BI 261	**Elective/Workshop**	**3 - 3**

Focus:
Furniture Workshop and Textile Workshop

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 281 Space & Furniture Design-I	2 - 2

Objectives

To study Way of analyzing furniture forms and designing furniture forms scientifically based on ergonomics materials design and working parameters and visual perception of furniture as a single form and as system in a given interior space.

Contents

Furniture Terminology, Standard Furniture Dimensions, Carpentry Joints, Double Bed and BedsBIe table details with specifications, Upholstered wooden Chair details, Wardrobe internal sections, Sofa Set and Centre Table, Wall Unit/Plasma unit, Study Table, ResBIential Bar, Console/Dresser Mirror Frame.

Outcome

The student will be able to demonstrate the ability to apply furniture design theories and concepts into their own unique designs.

The student will be able to specify appropriate furniture for various interior spaces

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)
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Reference Books:

- Allen Tate- **The making of interiors - An introduction**- Harper & Row Publishers, New York, 1987.
- Sherrill Whiton - **Interior Design & Decoration,** Fourth Edition, Prentice Hall, 1974.
- - William Hardy & Steve Adams - **The Encyclopedia of Decorative Styles** New Burlington books, London, 1988.
- Ballast, DavBI Kent. (2010). Interior Design Reference Manual. Belmont, CA: Professional Publications Inc.
- Design Museum. (2010). How to design a Chair. London: Octopus Books.
- Fiell, Charlotte and Peter. (2005). 1000 Chairs (Taschen 25). Italy: Benedict Taschen Verlag GmbH.
- Glasgow, Andrew and Hemachandra, Ray. (2009). 500 Tables: Inspiring Interpretations of Function and Style. New York, NY: Lark Books.
- Kim, Young-Yun and Thompson, Rob. (2011). Product and Furniture Design. London: Thames and Hudson.

- McGowan, Maryrose. (2006). Specifying Interiors. Hoboken, NJ: John Wiley and Sons.
- Natale, Christopher. (2009). Furniture Design and Construction for the Interior Designer. New York: Fairchild Books.
- Piotrowski, Christtine and Rogers, Elizabeth. (2007). Designing Commercial Interiors. Hoboken, NJ: John Wilery and Sons.
- Saville, Laurel and Stoddard, Brooke. (2008). Design Secrets: Furniture: 50 Real-Life Projects Uncovered. Minneapolis, MN: Rockport Publishers.
- Thompson, Rob. (2011). Product Prototyping and Low Volume Production. London: Thames and Hudson.

Related Study Program
Objective to observe, document, analyze, traditional and contemporary built environment at scales of dwelling-cluster neighborhood. Institutions and urban fabric so as to understand the lessons of history and to develop data base for research and teaching.

BI 212	Design Studio IV	16 - 16

Focus: A. ResBIential Design project for Interior

B. Basic Design theory

Objective

- To understand the basics of Landscape design and implement them in design project.
- To design studio apartment project.

Content

- The design will focus on interior landscaping solutions for the project
- Designing in specific context. Detailed layouts and site planning for building program.
- Definitions and meaning of design, importance of design. Examples of design from nature.
- Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.
- Introduction to the principles of design in 2- D and 3-D - unity, balance, symmetry proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc. use of gr BIs, creating repetitive patterns.

Outcome:

Students will learn landscaping for interiors and handling site.

Examination Pattern:

- Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Joseph D Chiara,ndJulius Panero, & Martin Zelnick, **Time Saver standards for Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Mark.W. Lin, **Drawing and Designing with ConfBIence: A step-by-step guBIe**, Wiley and Sons, 1993.
- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.
- Robert F. Erlandson, **Universal and Accessible Design for Products, Services, and Processes,** CRC; 1st edition, 2007.
- Oliver Herwig & L. Bruce, **Universal Design: Solutions for Barrier-free**, **Birkhäuser Basel**; 1st edition, 2008
- Francis D Ching & Corky Bungelli, **Interior Design Illustrated**, 2nd edition, Wiley Publishers, 2004.

BI 222	Building Materials & Applications II	4 - 4

Focus: The course provBIes information on the properties, management, specifications, use, application and costs of the materials used in the interiors.

Objective

To impart knowledge on the various materials while highlighting the current trends and innovations in the usage of interior design materials.

Expected Skills / Knowledge Transferred:

Knowledge required for specifying appropriate materials for various spaces in interiors of buildings.

Content

Materials to be studied based on –

- Physical and behavioral properties, tools and technology of its application in the construction of floors, walls, ceilings, walls, doors, windows, staircase, built in furniture, partitions and other interior design components.
- Visual quality of materials in terms of finishes through color, texture, modulations and pattern evolution. Material and workmanship, specification etc.
- Glass and glass products – Composition and fabrication of glass, classification, types of glass- wired glass, fiber glass, rock wool, laminated glass, glass concrete blocks - their properties and uses in buildings. Commercial forms available – their physical and behavioral properties, tools and technology of its application in built forms. Material and workmanship, specifications.
- Rubber – Natural rubber, latex, coagulation, vulcanizing and synthetic rubber - properties and application.
- Plastics – Types, thermosetting and thermo plastics, resins, common types of moldings, fabrication of plastics, polymerization and condensation. Plastic coatings, reinforced plastic, plastic laminates – properties, uses and applications.
- Adhesives – Natural and Synthetic, their varieties, thermoplastic and thermosetting adhesives, epoxy resin. Method of application, bond strength etc.
- Asphalt and Bitumen – Natural and artificial products, forms of asphalt, emulsion, cement mastic bituminous felt, their properties and uses.

Outcome:

Students should do case studies, market surveys, visual presentations, site visits and drawings.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Bindra, S.P. and Arora, S.P. **Building Construction: Planning Techniques and Methods of Construction**, 19 ed. Dhanpat Rai Pub., New Delhi, 2000.
- Moxley, R. Mitchell"s **Elementary Building Construction**, Technical Press Ltd.
- Rangwala, S.C. **Building Construction** 22nd ed. Charota Pub. House Anand, 2004.
- Sushil Kumar. **T.B. of Building Construction** 19th ed. Standard Pub. Delhi, 2003.
- Chowdary, K.P. **Engineering Materials used in India**, 7th ed. Oxford and IBH, New Delhi,1990.
- Rangwala, S.C. **Building Construction: Materials and types of Construction**, 3rd ed. John Wiley and Sons, Inc., New York, 1963.
- Francis D. Ching, **Building Construction Illustrated**, Wiley publishers, 2008.

BI 242	Landscape for Interiors - I	2 - 2

Focus: Introduces students to the knowledge of landscaping design parameters, landscape elements, plant materials etc. to use in the interiors effectively for aesthetic enhancement and visual comfort.

Objective:

To develop a conceptual understanding of landscaping design parameters for various built forms. To develop skills in integrating landscape design with built environments.

Content

- Introduction to landscape architecture and role of landscaping design in the built environment. Types of natural elements – stones, rocks, pebbles, water forms, plants and vegetation. Elements of interior landscape.

- Introduction to study of plants in relation to landscape design and interiors. Types of indoor plants, plant characteristics: i.e., biology, soil, moisture, light nutrient, atmospheric conditions,

- growing medium, pests & diseases. Botanical nomenclature, anatomy and physiology of plant growth. Indoor plants in Indian context. Market survey and costs.

- Design with plants – Basic principles of designs. The physical attribute of plants and relation to design. Appearance, functional and visual effects of plants in landscape design and built environment. Selection and management of plant material in relation to the built environment. Design concepts related to use of sculpture, lightings, garden furniture , architectural feature and grouping them into meaningful composition s for visual and functional effects.

- Landscaping design parameters for various types of built forms- indoor and outdoor linkage to spaces. Landscaping of courtyards- resBIential and commercial forms. Indoor plants and their visual characteristics- color, texture, foliage. Science of maintaining and growing greenery. Flowers- its colors, texture and its visual perception in various indoor spaces and science of flower arrangement. Automatic irrigation costing and installation of micro irrigation systems.

Outcome:

To develop the skill of using and integrating landscape elements and plant materials to transform different interior spaces through interior landscaping.

Examination Pattern:

- Theory: 20 %
- Sessional: 80% (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990.

Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 252	Building Services II	3 - 3

Focus: Advance services in building industry

Objective

To introduce students to Study about HVAC, Acoustics, the science of sound and lifts. Acoustics and lighting are essential components of user experience of the building and creation of appropriate ambience in accordance with building use.

Content

Unit-1: **Heat Ventilation and Air Conditioning (HVAC)**
Air cooling and air conditioning, planning and design consBIerations, psychometric chart and it's use, Air Condition ducting, latest air conditioning methods.
Behavior of heat propagation, thermal insulating materials and their co-efficient of thermal conductivity.
General methods of thermal insulation: Thermal insulation of roofs, exposed walls.
Ventilation: Definition and necessity, system of ventilation. Principles of air conditioning Air cooling, Different systems of ducting and distribution, Essentials of air-conditioning system.

Unit 2: Elevators, Escalator and Conveyors:
Study of elevators – size, capacity, speed, and Mechanical safety methods, positioning in core under Planning grBI. Types like passenger and freight lifts, dumbwaiters, details of lift cage, lift shaft & other Mechanism. Escalator: Parallel and criss cross escalators, Conveyors: horizontal belt conveyors, horizontal moving walk way – Mechanical safety systems and automatic control, Stairways & Ramps

Unit 3: Fire Fighting Systems in a Building
Introduction to Unit, Fire extinguishing systems installed in a building and within the site, Various Warning and alarm systems, Fire resistant doors, Planning for fire escape for buildings

Unit 4: 1. Sound & Acoustics
Basic Terminology and definitions. Physics of sound, behavior of sound in an enclosed space.
Criteria for acoustic environment- location of building, geometry and shape,
Basic understanding of echo, reverberation time, sound absorption coefficient, Noise rating curves.
Acoustical design process: Predictions of acoustical conditions**,** Approach to designing enclosure for predetermined acoustical responses, corrective of existing deficient enclosures,
Introduction to sound reinforcing system- amplification and distribution. Selection of acoustic materials, construction details and fixing.
Noise: Noise- physiological and psychological effects, transmission loss, flanking of sound, Structure borne sound and noise from different mechanical equipments. Noise control techniques and their application.

Outcome:

Students will learn to incorporate design principles of acoustics, fire fighting & HVAC with understanding of their impact in design

Examination Pattern:

- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Poella. L. Leslie, Environmental Acoustics.
- Moore J.E., **Design of good acoustics,** The architectural press, London, 1961. Burris, Harold, Acoustics for Architect.
- Lord, Peter and Tempelton, Duncan, The Architecture of sound; Designing places of
- **Assembly**, Architectural press ltd, London, 1986.
- Egan DavBI, **Architectural acoustics**, Mc-Graw Hill Book company, New york, 1988.
- John.F. Pile, **Interior Design**, 2nd edition, illustrated, H.N.Abrams, 1995.
- DavBI Egan. M. **Concepts in Architectural lighting** Mcgraw Hill Book company, New York,
- 1983.
- Faber, Oscar and Kell, J.R. **Heating and Air conditioning of Building**. Architectural Press, surrey, 1945.
- Prasad Manohar, **Refrigeration and air-conditioning**. 5th ed, New Age Intl. pub, New Delhi, 1996.

BI 262	**Elective/Workshop**	**2 - 2**

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 272	Space & furniture design-II	3 - 3

Focus: ProvBIes an overview of the relationship between man and space and behavior patterns of human beings in space planning along with furniture.

Objective:

To acquire the knowledge to design a space for the user based on his perception and behavior to the space.

Content:

Space perception: Perception of space through understanding associative aspects relating to space. Understanding cognitive theories and Gestalt principles of psychology related in the field of space making to develop an understanding of place making.

Relationship of spatial elements like floor, column, wall, window, door, stair, roof, light, color, textures to the psychology and perception of space.

Kinesthetic – Understanding perception while in movement and space organization around such a phenomenon.

Analysis of human mind and his/her image of the world - social behavior patterns, traditional thinking and behavior and reflection of social world into physical environment.

Human being and his behavior in various public and private areas – change of patterns in various cultures. Human behavior in a group. Activities and its relationship with grouping of people.

Furniture: Office furnitures variety of modules (open office), Reception Table, CEO Office Table, Credenza, Back unit sectional details with material specifications, Cane furniture, Stone furniture, Wrought Iron furniture, Glass furniture, Plastic/PVC/FRP furnitures, Manufacturing process for Plastic & Glass furniture.

Outcome:

Integration of psychology and user behavior in space & furniture.

Examination Pattern:

- Theory: 20 %
- Sessional: 80 % (40 % Internal continuous assessment + 40 % External)

Reference Books:

- Karlen Mark, **Space planning Basics**, Van Nostrand Reinhold, New York, 1992.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space : A source book of Design Reference standards**, Watson - Guptill, 1979.
- Karlen Mark, Kate Ruggeri & Peter Hahn, **Space Planning Basics**, Wiley publishers, 2003.

- Christopher Alexander. **Pattern Language**. New York: Oxford University Press
- Thomas Mitchell. **Redefining Designing: Form to Experience**
- De Bono, Edward, **Serious Creativity: Using the power of Lateral thinking to create new BIeas**, Harper Collins publishers, 1992.
- Bryan Lawson, **Language of Space,** Architectural Press, 2001.
- Yi- Fu Tuan, Steven Hoelscher, **Space and Place: The perspective of experience,** University of Minnesota Press, 2001.
- Setha. M. Low, Denise Lawrence - Zunigias, **Anthropology of Space and place: Locating Culture**, Wiley - Blackwell publishers, 2003.
- Irwin Altman & Erwin. H. Zube, **Public spaces and places, (Human Behavior and environment),** Springer link, 1989.
- Roger Downs, DavBI Stea, Kenneth. E. Boulding, **Image and environment,** Transaction Publishers, 2005.

Third Year B. Interior Design
Academic Curriculum (2016-2017)

Third Year

BI 311	**Design Studio V**	**16 - 16**

Focus: Commercial Studio

Objectives:

Understanding the Commercial complexes and offices.

Content:

- Introduction, various terms used
- Interior Designing for Commercial complexes on different concepts
- Need and Importance of interiors in Commercial complexes.
- Approaches and techniques. Landscaping, maintenance and management of conserved areas or buildings.
- Case studies from India and abroad.

Outcome: Students will have exposure to whole new dimension of Interior Architecture and learn to design for Commercial complexes.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

BI 321	Revitalization of Arts and Crafts	2 - 2

Focus:
The course culminates with a module on sensitizing the students of Interior design towards designing with local arts and crafts and incorporate in the design.

Objectives:
To understand Role of Revitalization of Art & Craft forms in Interior Spaces. Understanding of Art & Craft forms as design elements and its relevant application in the modern society.
Modernization of old craft technology for better forms for interior use
Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

Content:

Unit-1: Understanding of Art and Applied Art, Introduction to Indian tradition and culture, Introduction to Cultural heritage.

Unit-2: Different types of Arts in Indian tradition: North eastern states, Jammu Kashmir, Kerala, Madhya Pradesh, Andhra Pradesh, Gujarat**,** Rajasthan

Unit-3: Gujarat – Lacquered furniture, **Barmer Rajasthan –** Carved furniture, **Saharanpur –** Flat saw carving and inlay in wood, **Jammu and Kashmir** – Walnut furniture and paper mache furniture.

Unit-4: South India – Karnataka and Tamilnadu carved furniture in rosewood and sandal wood, **Kerala** – Cane furniture, **West Bengal, Assam and Eastern States** – Cane furniture, Bamboo furniture and Grass woven furniture.

Outcome:
Student will understand Revitalization of Arts and Crafts , which helps in Dealing with design issues in transforming old craft forms into modem context by keeping its original spirits

References:

- Fielden.Bernard ,***GuBIelines for Conservation*** ,1989, INTACH, New Delhi.
- Kumar Raj, ***Essays on Indian Art and Architecture***,Discovery pub, New Delhi, 2003
- Sunil Sethi, Angelika Taschen, ***Indian Interiors***, TASCHEN America Ltd; 25th ed. edition, 2009
- Maria Dolors Ros Frijola**, The Art and craft of ceramics**: ***Techniques, projects, Inspiration***, Lark books, 2006
- Susan Bruce, ***The Art of hand built ceramics***, Crowood Press ,2000

BI 331	Specification, Quantity & Estimation	3 - 3

Focus: The course deals with – Methods for working out quantities and costs to make an estimate of the project with all specifications. Management of the projects based on time and budget.

Objective:

To equip the students with the basic understanding of – Working out quantities of different materials and their costs to prepare an estimate of the project before execution. Preparation of schedule of charts for time and budget, to have a control over the project.

Expected skills/ knowledge Transferred:

The student should develop techniques of - estimating and costing related to the interior projects. preparing schedules of time and budget for the projects to execute efficiently.

Content:

- Types of measurements, modes of measurements: methods of taking out quantities preparation of schedule or bill of quantities.
- Specifications , Rate analysis of various items of work: preparation of various items of work in the interior works.
- SI measurements system, SI nomenclature methods. Dimensional and modular coordination, modules and modes of measurements practiced by various agencies. Specification types, specification contents, standards developed by trade and industry, government agencies.
- Estimating interior items manually and through spreadsheet programs. Specification writing proforma, order writing, scheduling etc.
- Introduction to project management – Definitions and meanings, Importance, Reasons or shortfall in its performance, scientific management, life cycle of project.
- Planning and control, Human aspects, Development of project network. Critical path, PERT and CPM. Project organization. Contracting, Procurement and Recruitment budget and fund flow statement. Stabilization and finish. Organization of project: matrix organization, task forces, project teams: monitor and control of project. Project management strategies: Tools and techniques for project management. Classical persuasive and non-persuasive strategies and techniques. New techniques of management by objectives (MBO). Integrated reporting system, flow diagrams, bar charts, milestone charts, CPM and PERT. Techniques of monitoring of development works – standard oriented costs control, turnkey system, vertical production method, inventory cost control techniques and unified status, index techniques.

Outcome:
Students will learn the responsibilities & liabilities of the Profession and understand the process of Contract and Project management.

Examination Pattern:
- Theory: 30 %
- Sessional: 70% (35 % Internal continuous assessment + 35 % External)

Reference Books:

- Indian Institute of Architects. H.B. **Professional Practice**, The Architects pub. Bombay.
- Namavati. H. Roshan**. Professional Practice**. 8th ed, Lakshani Book Depot, Bombay, 2001.
- Christine .M. Piotrowski , **Professional practice for Interior Designers**, 3rd edition, Wiley and sons, 2001.
- Cindy Coleman, **Interior Design Handbook practice**, Mc Graw Hill professional, ist ed, 2001
- Ronald Veitch, **Professional practice for Interior Designers**, Peguis Publishers, Limited, 1987.

BI 341	Landscape for Interiors - II	3 - 3

Focus: Landscaping as a medium of design in Interior Design. Understanding of Landscape elements like trees, shrubs, plants, water, rocks and development of landscape planning and application in architectural design.

Objective: To introduce students to the discipline of landscape and to develop basic skills required in handling simple landscape design projects.

Content

- Introduction to landscape architecture for interior and exterior both, definitions.
- Noted landscape architects and their concepts and definitions
- Natural and manmade landscape, urban and rural landscape
- Elements of landscape architecture like vegetation, land forms and water bodies and their application in design
- Introduction to Site planning and site analysis
- Landscape materials and plant materials study, introduction to taxonomy
- Study and analysis of contemporary landscape designs
- Study of existing landscaped areas like courtyards, gardens, urban spaces etc.
- Street and site furniture Application of landscape design for site plans, small gardens, resBIential areas, urban spaces, courtyards etc.

Outcome:

Students develop skills required in handling landscaping project.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Laurie, Michael, **An Introduction to Landscape**. 2nd edition, Prentice Hall, New Jersey, 1986.
- Trivedi. P.Prathiba. **Beautiful Shrubs. Indian council of Agricultural Research**. New Delhi, 1990.
- Hacheat, Blan. **Plant Design**
- Gerald Robert Vizenor , **A GuBIe to Interior Landscapes**, Univ of Minnesota Press, 1990. Nelson Hammer and Mel Green, Interior Landscape Design, Mc Graw Hill, 1991.

BI 351	Working Drawing and Computer Application	2 - 2

Focus: The focus of the course is to impart skills related to the preparation of drawings meant for execution on the site.

Objectives: To impart training in the preparation of working drawings for buildings with specific reference to code of practice and incorporating specifications as complementary to the working drawings.

Content: Preparation of plans – Architectural plans, furniture layout floor plans with clearances, different level floor plans, detailed floor plans of each room.

- Elevations and Sections – Detailed sectional elevations of all the walls in the interior with all the required dimensions and specifications.

- Details of all services – layouts for flooring, ceiling, electrical, plumbing, lighting, firefighting etc., toilet details, kitchen details, staircase details, furniture details, Interior finishing details, material, color and texture details, fixture and fixing and joinery details.

- Specifications writing: Writing detailed clause by clause specifications for materials pre and post execution, tests, mode of measurements, manufacturers details and specifications etc.

- Manufacturer's specifications – Database of manufacturers specifications for the following materials based on surveys – Glass, plywood and laminates, hardware, electrical, wiring, accessories, plumbing fitting and fixtures, flooring, cladding etc.

Outcome:

Preparation of working drawings – Suitable scales of drawings, methods of giving dimensions and standards on plans, sections, elevations, details etc.

Examination Pattern:

- Sessional: 100% (50 % Internal continuous assessment + 50 % External)

Reference Books:

- Leibing. W. Ralph, **Architectural Working Drawings**, 4th edition, John wiley and sons, New York, 1999.
- Macey. W. Frank, **Specification in detail**, 5th edition, Technical press ltd, London, 1955.
- Shah, M.G.; and others, **Building Drawing: An integrated approach to build environment**, 3rd ed, Tata McGraw Hill Pub. Co. Ltd, New Delhi, 1996.
- Fredd Stitt, **Working Drawing Manual**, McGraw-Hill Professional; 1st edition, 1998.
- Kilmer, **Working Drawings and Details for Interiors**, John Wiley and Sons

BI 361	**Elective / Workshop**	**2 - 4**

STAGE II

BI 312	**Practical Training**	**0 – 28**

Objectives:
To offer students an opportunity to work in an interior designer's office and get acquainted with the demands of the profession.
To carry out independent critical study of a building of interior designing importance, study of an innovative building material and study of observed and drafted details.

Course contents:

The professional training shall be for duration of 16 weeks in various aspects of interiors practice. During this period, the candBIate shall produce four reports viz. -

a) **Training Report:** The Training Report shall consist of the various drawings, observations; technical graphic data, etc. obtained during the process of training
b) **Building Study:** The building study shall be a critical appraisal of one of the buildings preferably designed and supervised by the firm in which the candBIate has taken the training.
c) **Building Material Study:** The Building Material Study shall include pertinent data, characteristics and applications of a contemporary building material.
d) **Detailing study:** The detailing study shall deal with the various aspects of an interesting detail done by the firm, where the candBIate has done the training or any other project of interest.
e) **Sketchbook:** The student shall maintain an A4 size sketchbook consisting of sketches, observations etc. to demonstrate ability to draw, analyze, understand and maintain records.
f) **Log Sheets:** duly filled and signed by the student trainee and the architect under which the training is imparted shall be submitted on weekly basis to the Institute and the same can be referred for any cross-check during assessment.

Note: Practical training will be carried out as per the Practical training rules as prescribed. The practical training shall be supervised and evaluated as part of curricular studies.
A jury comprising of an internal and external examiner shall conduct the final examination (Viva-voce) of the Practical Training completed.

Evaluation:

Sessional: 100% (50 % Internal continuous assessment + 50 % External)
No candBIate shall be eligible for Practical Training unless she successfully completes and declared pass in all the studio oriented subjects of years/semesters preceding the commencement of Practical Training.

Forth Year B. Interior Design
Academic Curriculum (2016-2017)

Forth Year

BI 411	**Design Studio VII**	**16 - 16**

Objective: Understanding the hospitality, health services, performing center principles & design concepts. (Focus: Hospitality projects.)

Contents:

Unit 1: Project Introduction.

- Introduction, various terms used in hospitality projects.
- Basics of Interior Designing for hotel
- Need and Importance of interiors in hotel design.
- Approaches and techniques, interior landscaping, maintenance and management of conserved areas or buildings.

Unit 2: Literature & case studies.

- Literature study on various spaces used in hotels; in terms of standards of areas.
- Case studies of existing hotels to understand various user aspects in terms of services & design.
- To make conclusions based on case studies.

Unit 3: Concept & design development.

- To develop conceptual analysis on given design project.
- Design development based on concept incorporating all required drawings.
- Understanding design development stage with 2D & 3D interior drawings.

Unit 4: Final design proposal

- Final design proposal incorporates all literature & case studies conclusions.
- Set of drawings of all required interior details.
- 3d model showing design concepts

Outcome:

Students will understand the hospitality, health services or performing center design concepts & based on these design concepts they will design interior project.

Evaluation:

Sessional: 100% {(60 %: 30% Internal continuous assessment + 30 External) + (40%: 20 % Internal continuous assessment + 20% External)}

References:

- Joseph D Chiara, ndJulius Panero, & Martin Zelnick, **Time Saver standards for**
- **Interior Design & space planning,** 2 edition, Mc-Graw Hill professional, 2001.
- Julius Panero & Martin Zelnick, **Human Dimension & Interior Space: A source book of Design Reference standards**, Watson - Guptill, 1979.
- Maureen Mitton, **Interior Design Visual Presentation: A GuBIe to Graphics, Models, and Presentation Techniques**. John Wiley and Sons, 2003

- Robert Rengel, **Shaping Interior Space**, Fairchild Books & Visuals, 2002
- Neufert Ernest, **Architect's Data**, Granada pub. Ltd. London, 2000.
- Maryrose McGowan & Kelsey Kruse, **Interior Graphic Standards**, Wiley and sons, 2004.

BI 431	Retail Design & Visual Merchandising	3 - 3

Objective: To understand functioning of retail, merchandising spaces like small shops, large shops and mechanism of displaying (Focus: ProvBIes an overview about multipurpose interior design aspects)

Unit 1: Introduction to retail design and visual merchandising

Concept of commercial art and merchandising – Meaning, classification, development – recent trends – art, architecture and display.

Unit 2: Dimensions of retail design

To develop understanding of other related dimensions of architecture and interior design i.e. Real Estate & Redevelopment. Types of Retail Stores , Elements of Store Design, Exterior Design of a Retail Outlet, Store Layouts, Fixtures, Store Displays, Lighting, Color and Design for Disabled.

Unit 3: Advertising and Merchandising

Advertisement – Definition, importance, classification, features of good advertisement, preparation and techniques, advertisement media – selection, classification and types, poster – importance, characteristics – steps and techniques in poster making.

Unit 4: Consumer and Merchandising

Meaning, significance and classification of consumer, Consumer rights and responsibilities, classification of consumer goods, elements involved in merchandising – grading, branding, labeling, packaging and standardization.

Outcome:

Knowledge about the need and use of commercial and visual art. Encouragement to the student to apply theoretical knowledge in designing the interiors of a retail space. Knowledge of the current trends in retail design and visual merchandising.

Evaluation:

Assignments, debates, quiz, class tests, field trips

Suggested Readings:

- Nair, R., **Marketing**, Sultan chand and sons educational publishers (1994), New Delhi.
- Nisra, M.N., **Sales promotion and advertising management**, Himalaya publishing house (1994), Bombay.
- Wolfgang, Preiser **Universal Design Handbook**,
- Wylde, Robbins, **Building for a lifetime**,
- Steven Winner , **Accessible Home Design**,
- Ken Mc Elloy, **The ABC's of Real Estate Industry.**

BI 461	Elective/Workshop (Self-study)	2- 4

Objectives: To prepare student for self-study or a visiting scholar to undertake teaching a course relevant to his/her choice and discipline, thereby giving wBIe exposure to students.

Contents:
This course is an open platform for the student to choose a topic of interest with approval of assigned faculty, initiate research and present it in an audio-visual format followed by a term paper. This is a self-learning module. It can serve for invited Indian or international professor to be on the campus to offer a course.

Unit 1: Introduction to Seminar

- Preliminary discussion on what is seminar, what is expected out of students; choosing a socially relevant topic for in depth study.
- Finalization of topics for students; each student presenting the potential of the topic; brief on selected topic should be discussed in a sequence: Need for the topic; Method of data collection and field visits; literature survey, Format of write up.

Unit 2: Literature review

- Literature study; study of four research papers on the topic of interest; list of books available and accessible; availability of any thesis projects on the topic, etc
- What is the social concern embedded in the topic selection? What are various facets of this concern? How to address such concerns?

Unit 3: Furthering research

- IndivBIual student's presentation in 10 PowerPoint slBIes – first draft and discussion.
- DecBIing the research tools to capture data; literature survey continues; discussion on paper layout.
- Field studies, ethics involved in field studies, how to conduct personal interviews, literature survey continues, progress reporting on email.

Unit 4: Final presentation and term paper

- Presentation of work done in 10 ppt slBIes and submission of draft paper in about 3,000 words consisting of processed pictures, sketches, graphs, etc.
- IndivBIual discussion on research done; review of output expected; directions for appropriate manner and style in which write up is expected. Finalization of write up; discussion on possible publication; method of media communication for submission of written material.

Outcome:
Increased understanding of a new course by an external faculty

Evaluation:
Assignment, quiz, presentations.

Suggested Readings

- HART, C. (2011). **Doing a literature review: Releasing the social science research imagination**. London, SAGE.

BI 471	Interior Imaging & Branding	3 - 3

Objectives:
Focuses entirely on commercial interior styling and teaches to create interior designs that are visually pleasing, coherent and effective of the user's personality.

Contents:

Unit-1: Color physiology for interior design style. Color concept, contrast textures and patterns which help in imaging interior design projects.

Unit-2: Balance window dressing with styling and study of window treatments which prov BIe the perfect balance in room with the help of curtains, pelmets, shutters, screens and blinds.

Unit-3: Branding: Learning and understanding functions that includes analysis and planning on how that brand is positioned in the market, which target public the brand is targeted at, and maintaining a desired reputation of the brand.

Unit-4: Visual merchandising and display . Creating memorable space through styling of spaces and application of basic decorating parameters by adding artwork, paintings, craftworks, framed photos, family portraits and books.

Out Come:
Students to complete their personal mood boards/ decorating schemes with usual file of images that expresses their personality.

Evaluation:
Test, Quiz and End-Exam

References:

- Design & Design furniture & lights by Oscar Asensio
- A-Level Product Design, Will Potts.
- Materials and Design : The Art and science of Material Selection in Product Design,Michael Ashby, Kara Johnson.
- Human Factors in Product Design, W.S.Green.

BI 481	Professional practice	3 - 3

Focus:
Introduction to the profession of interior design, its division and sub divisions.

Objective:
To acquaint the students with the norms of professional practice & role of an interior designer with respect to society & works to be executed.

Contents:

Unit-1:
Introduction to professional practice.

Profession: BIea of profession and essential difference among profession, trade and business.

- Profession of interior design, its essential tenets, duties and liabilities.
- Types and extent of services offered by interior designer, scale of fees, stages of payment, and contract between client and interior designer.

Unit-2:
Building Industry: General overview of the industry. Various participants and dimensions of building industry. Finance, statutory controls, construction procedures, enforcement issues related to building industry and the role of interior designer, employer, and contractor.

Unit-3:
Indian institute of designers (IIBI) & its code of conduct, contract documents.

Unit-4:
Contract Management: Overview of procedures in contract management with a focus on interior designer's role.

Outcome:
The students understand the roles & responsibilities of a Professional Interior Designer.
Learn the procedures of Professional conduct & client expectations.
Role of IIBI as a Professional body.
Tender & Contract documents.
Mode of payment for professional services offered.

Evaluation:
Exercises, Assignments, Quiz, Field Visits, Involvement in class interactions

References:

Instructional Materials: Presentations, Books, Models of Examples
Books:

- Handbook of Professional Practice – DavBI Haviland

- Professional Documents by Council of Architecture
- Beginnings of Interior Environments by Phyllis Sloan Allen, Lynn M. Jones, Miriam F. Stimpson
- Interior Design by Ahmed A. Kasu.

BI 491	Conservation, Restoration & Readaptation	3 - 3

Objectives:
Explore the history, philosophy and science of architectural conservation through lectures and seminar discussions. Encourage appropriate methodologies and tools for recording, documentation and inventorying of heritage structures. Develop sensitivity to design in heritage environment. (Focus: This course gives a brief introduction to the subject of Architectural Conservation. It discusses the history, theory and best practices in Architectural conservation. Moving from basic theories, the course touches upon the technical aspects and ethics of conservation. The course culminates with a module on sensitizing the students of architecture towards designing in historic environments.)

Contents:

Unit I Introduction to Architectural Conservation:
Definition of Conservation and its socially accepted Meanings, Why Conservation? Justification for conservation, Development of Theory of conservation and various charters of International importance like Venice charter, Burra charter, Bombay Heritage Act, etc, Concepts of Values, Significance, Authenticity and Integrity, Ethics in Conservation.

Unit II Research in conservation:
Importance of Research in conservation, Sources of information like books, archival photographs and maps, folklores, mythology, oral tradition and memories.

Unit III Documentation:
Introduction to Heritage Database and Surveys for conservation, Listing and Inventories Measured Drawing: Techniques of Measurement, Drawing and Presentation, Photographic Documentation

Unit IV Degrees of intervention in historic buildings and monuments & decay and remedies:
Prevention of deterioration, Preservation of the existing state, ConsolBlation of the fabric, Restoration, Rehabilitation, Reproduction, Reconstruction
Introduction to Decay in Cultural property, Materials and Structural failures, Internal and External environment of historic buildings, Climatic causes of decay, Botanical, biological and microbiological causes of decay, Insects and other pests as causes of decay, Man-made causes of decay.

Outcome:
Understanding of conservation techniques and artifacts for re – design and restoration of old building for re-use.

Evaluation:
Assignments, tests, quiz and end term exam.

References:

- Fielden, Bernard, ***Conservation of Historic Buildings*** , 2003, Architectural Press.
- Fielden, Bernard, ***GuBlelines for Conservation***, 1989, INTACH, New Delhi.
- Historic England, Practical ***Building Conservation: Conservation Basics***, 2013, Routledge.
- Salvador Munoz-Vinas , ***Contemporary Theory of Conservation*** , 2005, Elsevier.
- Letellier, Robin, ***Recording, Documentation, and Information Management for the Conservation of Heritage Places- GuBling Principles 2007***, Getty Conservation Institute. Los Angeles.
- Jukka Jokilehto , ***A history of architectural Conservation*** , 1999, butterworth Heinemann.

BI 412	Dissertation / Thesis	0 - 24

Objective: A project is carried out in a manner in which it is done in the relevant professional practice. The project is intended to evaluate the student's capability and maturity in the field of Interior Design. The project should reflect knowledge gained from all the courses undertaken by the student in all the previous semesters. (Focus: To carry out an independent study in order to design an interior project involving a set of complex issues.)

Unit 1: Introduction
History and theory of chosen topic, its application/valBlity to present day context.
Topic's language in various culture, art and craft forms and its relevance into interior spaces. Material and data search for the chosen topic.

Unit 2: Data Collection
The study in the chosen field would be completed in two stages:
(A) Data collection & analysis and
An in-depth investigation into the aspects of the chosen area.
Analysis of data, inferences to establish underlying principles
Review of existing practices/theory in view of current contexts
(B)Design
Project Preparation
Design on basis of part A.

Unit 3: Case study
Analysis, Methodological approach to research inferences

Unit 4: Design
Application of findings to a project

Outcome:
Dissertation report in hardbound written form as per requirements, including presentation drawing of the project undertaken.

Evaluation:

Three stage internal / external reviews of the dissertation project

Viva voce by internal and external jury members as End Term Examination

Reference:

- Linda N. Groat, DavBI Wang, **Architectural Research Methods**, 2nd Edition, Wiley publications, March 2013.
- John Zeisel, **Inquiry by Design- T**ools for Environment-Behavior Research (Environment and Behavior), CambrBIge University Press, 1984.

BI 422	a. Advanced Elective I (Sustainable Passive Design)	3 - 3

Objective:

- To learn basics of passive design techniques and its impact on interior design, fundamentals of passive architecture.

- To study passive design principles in old & new buildings of India.

Content:

Unit 1: Concept of passive building design.
Introduction.
Need of passive architecture.
Energy and Global environment, Energy use and Climate change – Its impact, Types of Energy.
Introduction to passive and sustainable building designs.
Summary & conclusion of unit

Unit 2: Passive techniques
Introduction.
Global warming & heat Island effect.
Heating cycle, Solar gains, Solar Geometry & Shading.
Various passive heating techniques & passive cooling techniques.
Day lighting & ventilation passive techniques.
Summary & conclusion of unit

Unit 3: Sustainable building materials & construction.
Introduction.
Impact of Construction on environment.
Techniques of sustainable construction - technologies, methods of effectiveness
Alternative materials and construction methods.
Summary & conclusion of unit.

Unit 4: Green Building Rating systems
Introduction.
Green architecture and various international rating systems for sustainability.
Indian systems – TERI GRIHA rating, LEED India rating, IGBC.
Case studies.
Summary & conclusion of unit.

Expected Outcome:
Increased understanding of the concept of passive design & its impact on built environment.

Evaluation:
Assessments in form of written test, quiz, assignment, notebook assessment.

References:

- N.K. Bansal;**Passive Building Design**
- D.K. Ching; **Green Building illustrated**
- SPIEGEL 3rd edition ;**Green Building Materials**
- Keith Robertson and Andreas Athienitis; **Solar Energy for Building**
- A. K. Athienitis and Mat Santamouris; **Thermal Analysis and Design of Passive Solar Buildings**
- Martin Evans ;**Housing, Climate and Comfort**
- Maxwell Fry ; **Buildings in the tropics**
- Arvind Kishan, Baker & Szokolay ; **Climate Responsive Architecture**;
- C. P. Kukreja ;**Tropical architecture.**

BI 422	**b. Advanced Elective I (Life style and Accessories Design)**	**3 - 3**

Objectives:
Imparts the knowledge of various styles, systems and products available in the market. Enhances the aesthetic perception, materials, design and working parameters in designing products and life style accessories. Develops systematic design approach and integration of designed accessories with the interior. (Focus: The course provBIes a framework in understanding the socio-cultural and historical aspects that influence the design of accessories and products based on their life style.)

Contents:

Unit I: Introduction
Insight of various products and lifestyle accessories in the interiors. Role of accessories in interiors. Integration of accessories in interior design. Design approaches in product and lifestyle accessories design with a focus on functionality, ergonomics, aesthetics, multiple usages etc.

Unit II: Stylistic Development
Stylistic development of decorative accessories from the past to present with insight into technological advances and the influences of social, economic and political factors on their design. Brief study of period room settings with the context of decorative accessories complementing the architecture and interior design.

Unit - III
Study of materials and processes adopted in accessories design. Basic understanding of construction principles, anthropometrics, principles of sizes and proportions, modeling, rapBI prototyping, color, texture etc. with broad orientation to socio-cultural and historical context of the sector. Orientation to Indian as well as global context of interiors, trends and market.

Unit - IV
Design approach with limited constraints inherent in accessory products. Evolving the strategy of design with integration of technical complexities and lifestyle influences. Development of the design of products and accessories to specific interiors and prevailing trends. Broad based approach towards innovative design and application to multi products and multi materials in manufacturing interior products and lifestyle accessories.

Outcome:
Increased understanding about lifestyle and accessories design related to interior design.

Evaluation:
Written tests, quiz, assignments, notebook assessment etc.

Reference Books:

- Laura Slack, **What is product Design?** Roto Vision publishers, 2006
- Treena Crochet and DavBI Vleck, **Designer‟s GuBIe to Decorative Accessories,** Prentice Hall, Ist edition, 2008.
- Michael Ashby, Kara Johnson, **Materials and Design: The Art and Science of material selection in product design,** Butter Worth Heinemann, 1st edition, 2002.

- International Design Yearbook, 1995**: Furniture, Lighting, Tableware, Textiles and Products,** Books Nippan, 1996.
- Karl. T. Ulrich, Steven D. Eppinger, **Product Design and Development, McGraw-Hill Education Singapore**; 4th edition, 2007
- William LBIwell, Kritina Holden, Jill Butler**, Universal principles of Design, Rockport publishers**, 2003

BI 432	**a. Advanced Elective II (Lighting & Colour in Interior Design)**	**3 - 3**

Objectives:
To help the student understand day lighting and technology of artificial lighting. To equip the student to understand and successfully apply lighting techniques with colour effects. (Focus: Students should acquire knowledge of the various types of lightings to effectively communicate their designs and understand the effect of various lights on colours and textures.)

Content:

Unit I: Introduction to Day Lighting
Nature of light - Wavelength, Photometric quantities - intensity, Flux, illumination and luminance, visual efficiency, sources of light, day light factor concept, design sky concept, day lighting requirements.

Unit II: Artificial Lighting
Electric lamps - incandescent, fluorescent, sodium vapour, mercury, halogen and neon. Different types of lights in interior and exterior - task lighting, special purpose lighting. Calculation of artificial lighting, guBIelines for lighting design, Glare in artificial lighting.

Unit III: Effect of Color in Lighting **8**
Colors, color schemes - Monochromatic, analogous, complementary colour schemes, triadic and tetradic schemes, effects of color in different areas, color temperature, psycological effects of colour in interiors, factors affecting colour, Prang theory - Colour wheel, Munsell system and Oswald system.

Unit IV: Luminares & Fixtures
Definition, different luminaries for lighting, lighting control system- benefits & application, Impact of lighting, fixture types - free standing or portable, fixed, light fixture control.
Lighting accessories- switches, sockets, fused connection units, lamp holders, ceiling roses etc.

Outcome:
Increased understanding about lighting, luminance and their importance in interior design.

Evaluation:
Tests, quiz, assignments, notebook assessment

References:

- Randall whitehead, **The Art of living**
- Source book-Randall whitehead, **Lighting design**
- M.K.Halpeth, T.Senthil kumar, G.Harikumar, **Light right**
- Torquil Barker, **Concepts of lighting, lighting design in Architecture**

BI 432	b. Advanced Elective II (Interior Design Photography)	3 - 3

Objectives:
To help the student understand the principles and technology of photography. To enable the student to understand the applications of photographs in interior (Focus: To expose the students to the basic principles of photography in interiors)

Content:

Unit I Principles of Composition
Rule of thirds, perspective-worm's eye view, normal eye view, bird's eye view, one-point perspective, two-point perspective, three point perspective, exercises in composition, Golden section

Unit II Principles of Photography
Technical definitions, understanding a camera**,** anatomy of a SLR camera, technical setting in a SLR camera, different types of lenses their applications.

Unit III Principles of Interior Lighting
Technical definitions, lighting sources, types of lighting fixtures, types of lamps, calculating lighting levels, flash photography, types of flashes, controlling lighting levels with flash photography. Exercise in interior lighting photography with artificial light and black and white photos, table top photography

Unit IV: Special effects
Color rendering in photographic medium, color rendering in photographs under different lighting condition, lighting colors and its effect on a photograph, color filters in a camera. Exercise on color photography of interiors, UV filter, polaroBI filter, star filter etc.

Outcome:
Skill to visualize better through interior design photography.

Evaluation:
Test, quiz, assignments, notebook assessment

References:

- Point view-**The art of architectural photography** , E.Manny A Ballan, VNR
- Professional photography-**Photographing buildings**, DavBI Wilson, Rotovision

Academic Curriculum

(2015-16 Onwards)

Master of Design (M. Des)

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

Autumn Semester

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Autumn Semester	MM 101	Introduction to Fashion	2	-	2	4	**3**	3	25	25	50
	MM 111	Fashion Design Process	2	-	4	6	**4**	Viva with Report	50	-	50
	MM 121	Basics of Pattern Making & Draping	2	-	6	8	**5**	3	50	-	50
	MM 131	Garment Construction	-	-	6	6	**3**	3	50	-	50
	MM 141	Fashion Figure Drawing	1	-	4	5	**3**	3	50	-	50
	MM 151	Sourcing for Fashion Products	1	-	2	3	**2**	3	50	-	50
	MM 161	Historical Development of Indian Fashion Industry	2	-	2	4	**3**	3	50	-	50
	MM 171	Computerized Fashion Design- Introduction	1	-	2	3	**2**	3	50	-	50
		Sub Total	**11**	**-**	**28**	**39**	**25**				

Practice hours required per week

- Fashion Design Process: **2 Hrs.**
- Basics of Pattern Making & Draping: **2 Hrs.**
- Garment Construction: **2 Hrs.**
- Fashion Figure Drawing: **2 Hrs.**
- Introduction to Computerized Fashion Design: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 102	Merchandising Functions in an Organization	2	-	2	4	**3**	3	25	25	50
	MM 112	Merchandiser's Roles & Responsibilities	3	-	2	5	**4**	3	25	25	50
	MM 122	Types of Buyers & Buying Organizations	2	-	2	4	**3**	3	25	25	50
	MM 132	Fashion Economics	2	-	2	4	**3**	3	25	25	50
	MM 142	Fashion Marketing	2	-	2	4	**3**	3	25	25	50
	MM 152	Fashion Brand Management	2	-	2	4	**3**	3	25	25	50
	MM 162	Fashion Culture	2	-	2	4	**3**	3	25	25	50
	MM 172	Fashion Communication	2	-	2	4	**3**	3	25	25	50
		Sub Total	**17**	**-**	**16**	**33**	**25**				

Practice hours required per week

- Merchandising Functions in an Organization: **2 Hrs.**
- Merchandiser's Roles & Responsibilities: **2 Hrs.**
- Fashion Economics: **2 Hrs.**
- Fashion Brand Management: **2 Hrs.**
- Fashion Culture: **2 Hrs.**

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Introduction to Fashion **30-0-30-3**
Course code: MM 101
Pre-requisite(s): Basic knowledge of commerce or business.

Course Objective's:

- Introduction to the basic concept of fashion.
- Basic Elements & Principles of Design, Design concepts, process & Composition

Course Description:

- Design, Understanding Elements & Principles of Design and their articulation **(04-04)**
- Processes of design thinking. Formal visual properties of line, shape, form, Pattern, value, texture and sequence. **(06-06)**
- To develop a sense of composition. **(04-04)**
- To develop understanding of tangible and non-tangible aspects of elements of design. **(04-04)**
- Studio exercises using various media exploration concepts of balance, harmony, repetition, rhythm, scale in 2, 3 & 4 dementia organization **(06-06)**
- Fashion Concept: Fashion Cycles, Fashion Adoption & Fashion movements (Belle époque, Flapper etc.), Fashion terminologies, Fashion scenario & fashion industry **(04-04)**
- Fashion trends and forecasting. WGSN **(02-02)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of design principles, design thinking and composition in fashion.
- Apply learning through a development of tangible & non-tangible aspects of studio exercises.
- Exhibit, adapt, utilize & investigate the process of fashion design thinking.
- Demonstrate the ability to identify fashion trends and forecasting.

Reference Books:

1. Karl Aspelund. UK May 2010/US March 2010. *The Design Process*. Fairchild Books
2. Michael Hann. UK September 2012/US November 2012. *Structure & Form in Design*. Berg Publishers
3. Karl Aspelund. UK November 2014/US September 2014. *Designing- An Introduction*. Fairchild Books.
4. Robert Clay. UK January 2009/US January 2009. *Beautiful Thing- An Introduction to Design*. Berg Publishers.
5. John Hopkins. UK November 2009/US December 2009. *Basic Fashion Design 05-Fashion Drawing*. Ava Publishing
6. Stuart Mc Kenzie. UK October 2014/US December 2014. *Creative Fashion Illustration-How to develop your own Style*. Bloomsbury Academic
7. Andrew Reilly. UK August 2014/US October 2014. *Key Concepts for the Fashion Industry*. Bloomsbury Academic
8. Jay Diamond & Ellen Diamond. UK March 2013/US January 2013. *The World of Fashion*. Fairchild Books (also 4th edition January/November 2008)
9. Michele M. Granger. UK September 2007/US July 2007. *In Fashion-The Industry & Its Careers*. Fairchild Books.
10. Sandra J. Keiser. UK August 2012/US June 2012. *Beyond Design-the Synergy of Apparel Product development*. Fairchild Books
11. Yuniya Kawamura. UK December 2004/US December 2004.*Fashion-ology-An Introduction to Fashion Studies*. Berg Publishers

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites http://www.skillshare.com/classes/fashion/The-First-Steps-of-Fashion-Design-From-Concept-to-Illustration/1101394042, http://www.slideshare.net/simiraaj/introduction-on-fashion-designing-concepts-in-fashion ,http://www.scribd.com/doc/21065978/Basic-Concept-of-Fashion-Designing#scribd, http://www.ehow.com/info_10055511_basic-concepts-fashion-design.html, http://www.design-concepts.com/, http://605.wikispaces.com/Composition+and+Layout
- Handout: As indicated by course instructor
- Magazines: http://www.newschool.edu/parsons/aas-fashion-design-programs/ http://new.artinstitutes.edu/areasofstudy/Fashion-Design/detail/51, Fashion, Vogue, Elle, Cosmopolitan, Glamour, Collezioni, Marie Claire, In Style, Bazaar, Vanita Fair, Seventeen, Teen Vogue Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Design Process **30-0-60-4**

Course code: MM 111

Pre-requisite(s): Basic knowledge of Business or Commerce

Course Objectives:

- Bring product design process to retail & train future fashion business professionals with market driven goals.
- Understand the purpose of design & its process in fashion product development & marketing.
- Customer focused fashion design & processes.

Course Description:

- Respond to the constant changes of the fashion systems and envision its future. **(2-4)**
- Understanding that managing fashion business (technical, aesthetic & industrial) is being aware of consumer demands and catering to it. **(3-4)**
- Practicing creativity and promoting instructively their identity talent, entrepreneurial skills as well as innovative and critical thinking. **(3-4)**
- Journey of experience & opportunity that skillfully combines theory with important partnerships. **(2-4)**
- Integration of art, design, culture, history, market, merchandise, digital & online branding, strategies and consumer behavior approach. **(3-8)**
- Internal approval-tech packs creation- product sampling-sample approval-production-delivery. **(2-4)**
- Emerging clothing brand inventing a new category of 'performance professional apparel' **(1-4)**
- Customer-focused ethos/customer centric product design process **(2-4)**
- Retail cycle- research-design- manufacturing-merchandising- retail selling unit- end user (client) **(2-4)**
- Identity project & client- explore & research design precedents- describe elements and qualities of project- develop inspiration ideate sketch **(3-4)**
- Design Process & new technologies **(1-4)**
- Design & production processes as well as corresponding trends. **(2-4)**
- Research & Analysis- study trends, market, consumer brands. **(2-4)**

- Bringing product design process to retail **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of bringing design to retail.
- Apply learning through combining creativity & organizational skills with theoretical/practical knowledge and the world of production.
- 66Exhibit, adapt, utilize &investigate the purpose of fashion design & its process.

Reference Books:

1. Annette Lynch & Mitchell Strauss. UK August 2007/ US /August 2007. *Changing Fashion- A Critical Introduction to Trend Analysis & Meaning*. Berg Publishers
2. Evelynn. L Brannon. UK July 2011/US May 2011. *Designers Guide to Fashion Apparel*. Fairchild Books.
3. Jennifer Yurchisin & Kim K P Johnson. UK October 2010/US October 2010. *Fashion & the Consumer*. Berg Publishers
4. Tina Sterling & Michele M. Granger. UK January 2003/US July 2008. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books
5. Elaine Stone. UK August 2013/ US July 2013. *The Dynamics of Fashion*. Fairchild Books
6. Myrna B Garner & Sandra J Keiser. UK April 2003/US February 2003. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
7. Myrna B Garner & Sandra J Keiser. UK August 2012/ US June 2012. *Beyond Design: The Synergy of Apparel product development*. Fairchild Books
8. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill.UK May 2008/US March 2008.*The Why of the Buy- Consumer Behavior & Fashion Marketing*. Fairchild Books.
9. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend Forecasting to Shop Floor*. Fairchild Books
10. Ann Marie Fiore. UK June 2010/ US April 2010.*Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
11. V. Ann Paulins & Julie L Hillery.UK May 2009/ US March 2009. *Ethics in Fashion Industry*. Fairchild Books
12. Marsha. A Dickson, Suzanne Loker & Molly Eckman. UK March 2009/ US January 2009. *Social Responsibility in the Global Apparel Industry*. Fairchild Books.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Basics of Pattern Making & Draping **30-0-90-5**

Course code: MM 121

Pre-requisite(s): Basic math and creative approach.

Course Objectives:

- Basics understanding of 2D flat pattern making blocks
- Basic understanding to draping 3D pattern making blocks.
- Tools, terminology & specification sheets.

Course Description:

- Tool, Terminology, Specification Sheets. **(02-03)**
- Pattern Making: drafting basic bodice block, slopers, dart manipulation, cluster darts, flat pattern making: Basic Bodice, Basic Skirt, Basic Torso, and Basic Sleeve. **(06-30)**
- Draping: Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic Torso, Basic skirt, Skirt variations with gathered, flared, circular, handkerchief, peg, godets etc. **(06-30)**
- Finishes: Waist finishes- waistband, elasticized waistband, facing, yoke. **(06-12)**
- Closures- Zip, Buttons, Hooks &drawstring. **(02-03)**
- Other: Full placket, Neck placket and Neck finishes, Pockets, Collars, Cuffs. **(08-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of body measurement, drafting slopers, dart manipulation in Fashion design.
- Apply learning through practical methods of making pattern by draping and flat pattern making.
- Exhibit, adapt, utilize & investigate transferring 2D flat pattern blocks/ measurements to a dress form i.e. 3D.

Reference Books:

1. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. *How to draft basic patterns*. Fairchild Books
2. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. *Fabulous fit 2nd edition*. Fairchild Books

3. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. *Basic Pattern Skills for Fashion Design*. Fairchild Books
4. Nora. M. MacDonald. UK December 2009/US October 2009. *Principles of Flat Pattern Design 4th edition*. Fairchild Books
5. Di Marco, Sally .M. UK February 2010/US October 2004. *Draping Basics*, Fairchild Books.
6. Connie Amaden-Crawford. UK December 2004/US December 2004. *The Art of Fashion Draping 3rd Edition*. Fairchild Books
7. Bina Abling & Kathleen Maggio. UK October 2008/US August 2008. *Integrating Draping, Drafting & Drawing*. Fairchild Books
8. Connie Amaden-Crawford. UK April 2012/US March 2012. *The Art of Fashion Draping*. Fairchild Books.
9. Helen Joseph-Armstrong. UK April 2013/US February 2013. *Draping for Apparel Design*. Fairchild Books.
10. Hilde Jaffe & Nurie Relis. 2009. *Draping for Fashion Design*. Pearson Education
11. Carolyn Kiisel. October 2013. *Draping: The Complete Course*. Laurence King Publishing Pap/DVD edition
12. Brunella Giannangeli. December 2010... *Couture unfolded: Innovative pleats, folds & draping in Fashion Design*. Promopress Bilingual Edition

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1) Websiteshttps://www.pinterest.com/julieinleeds/draping/, http://www.amazon.in/Patternmaking-Fashion-Design-Joseph-Armstrong/dp/9332518114?tag=googinhydr18418-21&kpid=9332518114&tag=googinkenshoo-21&ascsubtag=41a8a08a-0b7e-44dd-bf8b-a1b754300e68, https://www.pinterest.com/designerstitch/innovative-patternmaking/
2) Handouts: As indicated by course instructor.
3) Magazines: Plus, Glamour, Threads, New York, Fashion, Wrap & Drape, Gene Eve, Notch, Rolling Out, Vogue, Stitch Craft, Burda, Crochet, Popular Crafts, Simplicity, Sew News, Magic patch.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Garment Construction **0-0-90-3**

Course code: MM 131

Pre-requisite(s): Basic hand stitches and handling fabric.

Course Objectives:

- Familiarize students with SNLS (single needle lock stitch) machine and its operation,
- Understand the idea of a relationship between pattern making and sewing.

Course Description:

- Machine Sewing (operation, stitch practice and types of stitches) **(00-24)**
- Garment construction methods and techniques:
  a) Seams and Seam Finishes, Edge Finishes, Hem Finishes. **(00-12)**
  b) Circular lines and Angular lines in corner finishes. **(00-12)**
  c) Plackets, Pockets, Cuffs, Collar. **(00-12)**
  d) Waist Finishes, Darts, Pleats, Tucks and Gathers. **(00-12)**
  e) Fasteners. **(00-06)**
  f) Assembling a skirt and bodice with sleeve attachment. **(00-12)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding garment construction methods and its techniques.
- Apply learning through practical hands-on experience of sewing and constructing garments.
- Exhibit, adapt, utilize & investigate the relationship between pattern making and sewing..

Reference Books:

1. Mary Ruth Sheilds. UK October 2010/US August 2010. *Industry Clothing Construction Methods*. Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. *Tailoring Technique's for Fashion*. Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. *The Art of Couture Sewing*. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. *Basic Fashion Design 03-Construction*. Ava Publishing

5. Pamella Powell. UK September 2010/US July2010. *Tailored Fashion Design*. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books
8. Amaden-Crawford, Crawford. UK September 2014. *Fashion Sewing- Introductory Technique's.* Fairchild Books.
9. Janace. E. Bubonia. UK December 2014/US October 2014. *Apparel Quality- A Guide to Evaluating Sewn Products*. Fairchild Books.
10. Roberto Cabrera & Patricia Flaherty Meyers. UK January 1984/US December 1991. *Classic Tailoring Technique's- A Construction Guide for Women's Wear*. Fairchild Books
11. Raul Jewel. Publishing year unknown. *Encyclopedia of Dress Making*. Publisher unknown

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

4) Websites:http://www.slideshare.net/mhillieann/basics-fashion-design-construction-2009bbs,http://www.skillshare.com/classes/fashion/Make-Your-Own-Clothing-Introduction-to-Garment-Construction/1805216824, http://images.library.wisc.edu/HumanEcol/EFacs/MillineryBooks/MBDooleyClothing/reference/humanecol.mbdooleyclothing.i0021.pdf
5) Handouts: As indicated by course instructor.
6) Magazines: Marie Claire, Crochet, Threads, Sew Stylish, Hand Woven, Knipmode, Burda, Teach yourself to Sew, Apparel, Apparel online, Lucky, The Textile Magazine, Fashion, Glamour, SEW, Madame.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Fashion Figure drawing **15-0-60-3**

Course code: MM 141

Pre-requisite(s): Basic drawing and coloring

Course Objectives:

- Practical understanding of the rhythms, proportions, movement, character & anatomical structure of the human form.
- In class study and outside sketchbook practice of human figure drawing.
- Render the fabrics and work on fashion figures with reference to design aesthetics.

Course Description:

- Drawing different poses, faces, hair styles, arms, legs, silhouette, neckline, collars, sleeves and cuffs **(2-8)**
- Rendering the fabrics, blouses, skirts, pants coats, accessories **(2-8)**
- Background for the figures. **(0-4)**
- Drawing flat sketches. **(2-8)**
- Sketching with various mediums with attention to drape and garment behavior. **(2-4)**
- Developing range of women's wear for a concept. **(2-8)**
- Types and techniques of illustrations **(2-8)**
- Basic anatomy- proportions (men, women, children) **(2-8)**
- Emphasis on developing the ability to visualize & adapt the human form for use in their design & related disciplines. **(1-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance ofrendering &sketching human figure & fabric's in the study of fashion design.
- Apply learning through drawing flat sketches through various mediums.
- Exhibit, adapt, utilize & investigate complete methodology of the development of a rendered garment concept range.

Reference Books:

1) Elisabetta Drudi, Tiziana Paci- 2001. *Figure drawing for Fashion*. The Pepin Press

2) Ruth Austin 1945. *Elementary Costume illustration*. Mc Graw Hill Book Company
3) Ar Pranav Bhatt, Ms Shantita Goenka 1990. *Foundation of Art & Design*. Prakashan Publishers & Distributors.
4) Tom Tierney. 2002. *Fashion Parade. Paper dolls- 4 decades of Great designs from 1960-2000*. Dover Publication
5) Julian Seaman. 1996. *Fashion Illustration*. BT Batsford
6) Author unknown. Year of publication unknown. *Illustrating Fashion- Concept to Creation.*
7) Bina Abling. UK June 2003/US May 2003. *Model Drawing*. Fairchild Books.
8) John Hopkins. UK November 2009/US December 2009. *Basics Fashion Design 05: Fashion Drawing*. Ava Publishing
9) Bina Abling. UK June 2012/US April 2012. *Fashion Sketchbook*. Fairchild Books.
10) Bina Abling. UK November 2005/US September 2005.Marker, *Rendering for Fashion, Accessories & Home Fashions*. Fairchild Books
11) Anderson Felsner & Ronald Reed. UK January 2014/US November 2014.*Color Studies*. Fairchild Books
12) Wynn Armstrong, Jemi Armstrong, Corrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen tool-Understanding and Creating the Digital Fashion Image*. Fairchild Books

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio.

Other Study Material:

- Websites:http://www.gutenberg.org/files/14264/14264-h/14264-h.htm, http://www.gageacademy.org/program/color-portrait-drawing-finnerty/, https://www.google.co.in/search?newwindow=1&q=Drawing+%26+Color+study+DIY&oq=Drawing+%26+Color+study+DIY&gs_l=serp.3...243170.247113.0.248774.12.12.0.0.0.4.466.1947.0j4j2j1j1.8.0.msedr...0...1c.1.64.serp..11.1.167.AEM6reOl3n0
- Handouts: As indicated by course instructor
- Magazines: Palette, Drawing, the New Yorker, Color & Light, Colors, Sketch, Draw.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Sourcing for Fashion Products **15-0-30-2**

Course code: MM 151

Pre-requisite(s): Basic knowledge of business or commerce

Course Objectives:

- understand and apply the concept of globalization for sourcing & retail/selling/branding of apparel
- Sourcing market place for finding the best domestic and international apparel manufacturers

Course Description:

- Analyze & experience retail, how fashion retailers source product from multiple vendors. Vendor identification, evaluation, selection, and negotiation. **(3-4)**
- Understanding management of soft goods related to inventory and logistics from factory to stores. **(2-4)**
- Case studies of sourcing and supply chain management policies of major apparel producers and retailers. **(2-6)**
- Use of related software programs for planning, forecasting, replenishment, and consumer response. **(2-4)**
- Written, computer, and oral projects. **(2-4)**
- Comprehensive study of issues involved in global sourcing, including the scope, trends, and sustainability of current practices. **(2-4)**
- Analysis of cultural, political, ethical, and economic perspectives related to global sourcing, production, trade and distribution of textiles and apparel products. **(2-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of global sourcing, production, trade and distribution of apparel products
- Apply learning through case studies of sourcing and supply chain management policies of major apparel producers and retailers.
- Exhibit, adapt, utilize & investigate the role of global sourcing in Apparel.

Reference Books:

1. Tsan-Ming Choi & TCE Cheng. March 2015. *Sustainable Fashion Supply Chain Management: From Sourcing to Retailing*. Springer Edition
2. Jung. E. Brookshire. February 2014. *Global Sourcing in the Textile & Apparel Industry (Fashion Series)*. Prentice Hall
3. Naomi Thompson. June 2012. *Style me Vintage: Clothes: A Guide to Sourcing & Creating Retro Looks*. Pavilion.
4. Fashion Dex Incorporation. March 2015. *Apparel Production Source Book 2015- Solving your domestic production sourcing needs*. Fashion Inc.
5. Pamela Ravasio. February 2011. *Sourcing: Ethically from India: an introductory guide to Micro-enterprise & Start Ups in the Fashion Industry*. Texsure 1st edition
6. Harry Siegel & Alan Siegel. July 1982. *A Guide to Business/Principles & Practices* Watson Guptill Revised edition, edition
7. Doris H Kincade & Fay Y Gibson. Feb 2009. *Merchandising of fashion products Study guide for Merchandising of Fashion*. Prentice Hall
8. Marlon Zama, Brian Webber, Charles Dagher. November 2004. *Sourcing Practices in the Apparel Industry- Implications for Garment Exporter in the Commonwealth Developing countries*. Publisher not known

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with all Products developed with Portfolio and Digital Presentation.

Other Study Material:

1. Websites:http://apparelsourcingshow.us.messefrankfurt.com/newyork/en/for-attendees/welcome.html,http://apparelsourcing.fr.messefrankfurt.com/paris/en/exhibitors/welcome.html,http://www.globalsources.com/TRADESHOW/HONGKONG-FASHION.HTM, http://www.tradeforum.org/Sourcing---A-Must-for-Clothing-Suppliers/
2. Handouts: As indicated by course instructor.
3. Magazines: International Trade Forum Magazine, The Clothing Manufacturers Associations of India.
4. Reviewpaper:http://theglobaljournals.com/gra/file.php?val=August_2014_1409295474__01.pdf
5. Others: a) International Apparel Sourcing Show July 2015 New York. B) Apparel Sourcing show September 2015 Paris.
6. Case Studies: http://www.gep.com/knowledgebank/case-studies

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C

Title of Course: Historical Development of Indian Fashion Industry 30-0-30-3
Course code: MM 161
Pre-requisite(s): Basic knowledge of Indian History

Course Objectives:

- Overview of history of costume &fashion in India from ancient times to modern
- Origins of clothing (overview of world history of costume & fashion)
- Tracing the development of Indian Fashion Industry today

Course Description:

- Survey of costume and traditional dress and clothing in India from ancient to modern **(4-4)**
- How clothing is used as a universal means of symbolizing roles and social positions. **(8-8)**
- Emphasizing the way clothing communicates values and attitude and how costume is a reflection of trends in today's world. Capacity as both reflection of and an influence on, the cultural conditions of its respective time period. **(8-8)**
- Gain greater perspective on the overall historical, social, economic and industrial ancestor to contemporary fashions, design, consumption, production, image, taste and trends. **(6-6)**
- General overview of world costume history in context to Indian traditional dress and contemporary fashion trends. **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance Indian history, traditional dress in context to contemporary fashion industry today.
- Apply learning through presentation of how clothing communicates values, attitude and how costume is a reflection of trends in today's fashion industry.
- Exhibit, adapt, utilize &investigate world costume history and its impact on Indian Fashion industry today.

Reference Books:

1. Author/Year unknown. UK. *20th century fashion. The Gallery of English Costume.* Catalogue.
2. A. Biswas. January 1985. *Indian Costume*. Ministry of Information & Broadcasting, Patiala House, Government of India
3. B. N Goswamy- Association with Kalyan Krishna &Tarla Dundh. 2000. *Indian Costumes (in collection of Calico Museum of Textiles)*. Published by Calico Museum of Textiles, Sarabhai Foundation.
4. Author/Year unknown. *History of Textiles & Costume*. Publication unknown.
5. Dorris Flynn. Year unknown. *Costumes of India*. Oxford & IBH Publishing.
6. T. R Bhanot. Year unknown. Children's Picture work book 1 (International & Indian Costumes). Dreamland publications
7. Karl Aspelund. UK July 2009/US My 2009. *Fashioning Society- Hundred years of Haute Couture*. Fairchild Books
8. Bonnie English. UK July 2007/ US July 2007. *A Cultural History of Fashion in the 20th Century- from Catwalk to Sidewalk*. Berg Publishers
9. Lee Bender. UK February 2009/ US February 2009. *Bustop& the Influence of the 70's on Fashion Today*. Berg Publishers
10. *Berg Encyclopedia of World Dress & Fashion, (Vol 1-Africa/Vol 2-Latin America & Carribean/Vol 3-US and Canada/Vol 4-S & SE Asia/ Vol 5-Central & SW Asia/ Vol 6-East Asia/ Vol 7-Australia, NZ & Pacific Islands/Vol 8- Europe/Vol 9-East Europe, Russia & Caucasus* UK October 2011. Berg Publishers
11. Phyllis. G. Tortora & Keith Eubank. UK August 2009/US June 2009. *Survey of Historic Costume*. Fairchild Books
12. Clare M Wilkinson-Weber. UK December 2013/ US February 2014. *Fashioning Bollywood- The Making & Meaning of Hindi Film Costume*. Bloomsbury Academic.

Evaluation Process:

- Course Work: 50% weightage. It includes Portfolio of Art works for the Product development, Products from various mediums.
- End Term Examination: 50% weightage. Viva with Portfolio and Power Point Presentation.

Other Study Material:

1. Websites:http://www.slideshare.net/estherlarson/fashion-history, http://libguides.wellesley.edu/fashion,http://www.theguardian.com/fashion/fashion-industry, http://www.usfashionindustry.com/about-us/about-the-fashion-industry
2. Handouts: As indicated by course instructor
3. Magazines: The Costume Society, UK, Vogue Archive, Harper's Bazaar, Wellesley Research Guides. Apparel, Accessories, Fashion, Asiana, Allure, Hampton, Lucky, Esquire, Petite, Stand, Arise, Marie Claire.
4. Costume & Design Museums: Victoria & Albert Museum, Metropolitan Museum of Art and Costume Institute, Fashion & Textile Museum London, Kyoto Costume Institute, Calico Museum of Textiles, Ahmedabad, Crafts Museum, Delhi.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Autumn Semester

L-T-P-C
16-0-32-2

Title of Course: Computerized Fashion design-Introduction
Course code: MM 171
Pre-requisite(s): Basic Computer Skills

Course Objectives:

- Understand the use of software technology in computers for fashioning garments.
- Visualization & Presentation of Fashion product development through CAD software.
- Exposure to diverse range of technologies/ equipment and resources used by Fashion Industry in current scenario.

Course Description:

- **Introduction to Industrial Fashion product development process & usage of CAD:** Overview of contemporary apparel/ product development process and application of CAD tool and technology in the same. **(2-02)**
- **Introduction to the usage of contemporary technology & resources in Fashion Industry:** Brief introduction about the software and equipment in current Fashion Industrial setting. **(2-03)**
- **Basics of digital Fashion Illustration techniques using Adobe Photoshop:** Visualizing and presenting Design ideas using Photoshop tools. Rendering and fabric placements on fashion figures for garment simulation. **(3-10)**
- **Basics of Flat Drawing and Tech Pack/ Specification Sheets using Adobe Illustrator:** Creating flat drawing of basic garments keeping size/ measurements/ trims/ details etc. as guideline. formation of tech-packs for a fashion product. **(3-10)**
- **Developing Digital Art Boards:** Introduction to Fashion graphics and introduction to fashion product look book. **(3-04)**
- **Brief introduction to digital Pattern making:** Creating Basic bodice and skirt pattern using Adobe Illustrator. **(3-03)**

Learning Outcomes:

- Demonstrate an understanding of CAD software usage in visualization and presentation of Fashion products.

- Exhibit, adapt, utilize & investigate the role of computer as a more sophisticated methodology as compared to traditional methods of hand drawing or illustration.
- Exhibit awareness and understanding about the usage of contemporary technology/ equipment/ digital media resources in current fashion setting.

Reference Books:

- Lynda M. Cushman. UK October 2004/US August 2004. *Using Computerized Spreadsheets- Mathematics for Retail buying*. Fairchild Books
- Wynn Armstrong, Jemi Armstrong & Lorrie Ivas. UK September 2006/US July 2006. *From Pencil to Pen Tool- Understanding & Creating Digital Fashion Image*. Fairchild Books
- Laura Nugent.UK November 2008/US September 2008. *Computerized Patternmaking for Apparel Production*. Fairchild Books
- Stacy Stewart Smith. UK April 2013/US February 2013. *CAD for Fashion Design & Merchandising*. Fairchild Books.
- Kathryn. E. Koch & Tanya Domina. UK January 2005/US November 2004. *U4ia for Apparel Design*. Fairchild Books
- Julia Sharp & Virginia Hencken Elsasser. UK July 2007/US May 2007. *Introduction to Accumark, Pattern Design & PDM*. Fairchild Books.
- Catherine Black. UK January 2008/US May 2007. *Modaris & Diamino for Apparel Design*. Fairchild Books
- Paula J Myers-Mc Devitt. UK September 2009/ US July 2009. *Complete Guide to Size Specification &Technical Design 2nd Edition*. Fairchild Books.

Evaluation Process

- Course Work: 50% weightage. Compilation of classroom assignments and research in digital format.
- End Term Examination: 50% weightage. Viva with Practical Examination.

Other Study Material:

Handouts: As indicated by course instructor

Online references:

- https://www.youtube.com/watch?v=17YaD9YhjtA&list=PLEVjIMC1aCtAAcbQ4JXdM5_pvIqz 4eeVf
- https://www.youtube.com/watch?v=UbWiLa8Db8c
- https://www.youtube.com/watch?v=0H84vIhCQr4
- https://www.youtube.com/watch?v=WXor6j6zrIo
- https://www.youtube.com/watch?v=dvN6jKSjTXI
- https://www.youtube.com/watch?v=ERxwSsA6DhM

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Merchandising Functions in an Organization
Course code: MM 102
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Functions of a Merchandise Manager in an organized set up.
- Understand and analyze the role of a retailer in meeting with the demand and wants of the target audience

Course Description:

- Understanding of the organization, operation and trends of industries engaged in producing & distributing fashion products. **(5-6)**
- Reveal how the basic principles of theories of fashion merchandising apply to and are manifested in the organizational world. **(5-4)**
- Research contemporary fashion companies, their products & consumer and demonstrate how they operate and succeed within a wider market. **(5-6)**
- Factors affecting Merchandising functions: size of the organization, type of store, type of Merchandise, organization structure **(4-4)**
- Functions of Merchandise Manager- planning, handling, directing, coordinating, controlling, and selling. **(5-4)**
- Merchandise planning: Developing sales forecast, determining the merchandise requirements, methods of inventory planning **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of merchandising functions in an organization.
- Apply learning through presentation and documentation of studies, data collection, and analysis of an organization's merchandising structure.
- Exhibit, adapt, utilize &investigate the role of Merchandise and its functions in an organization.

Reference Books:

1. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
2. Jikyeong Kang. UK January 10994/US September 1994. *Merchandising Mathematics*. Fairchild Books
3. Antigone Kotsiopulos, Joan Anderson & Jik Yeong Kang-Park. UK July 2008/ US July 2008. *Merchandising Mathematics- Revised 1st edition*. Fairchild Books.
4. John Donnellan. UK February 2002/US December 2001. *Merchandise Buying & Management 2nd edition*. Fairchild Books
5. John Donnellan. UK August 2007/US June 2007. *Merchandise Buying & Management 3rd edition*. Fairchild Books
6. Rosetta Lafleur. UK March 2010/US January 2010. *Merchandise planning workbook*. Fairchild Books
7. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
8. Phyllis Borcherding & Janace E Bubonia. UK April 2007/US February 2007. *Developing & Branding the Fashion Merchandising Portfolio*. Fairchild Books
9. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
10. Gordon. T. Kendall. UK January 2009/US November 2008. Fashion Brand Merchandising. Fairchild Books.
11. Anne Marie Fiore. UK June 2010/US April 2010. *Understanding Aesthetics for the Merchandising & Design Professional*. Fairchild Books
12. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

7) Websites;http://study.com/directory/category/Business/Specialized_Sales/Fashion_Merchandising.html,https://bigfuture.collegeboard.org/majors/business-sales-marketing-fashion-merchising,http://middlesexcc.libguides.com/content.php?pid=197037&sid=1649583, http://gulnazahmad.hubpages.com/hub/A-Step-by-Step-of-Garment-Manufacturing, http://www.businessoffashion.com/articles/basics/the-basics-part-7-production
8) Handouts: As Indicated by course instructor.
9) Magazines: Harper's Bazaar, Hint, Vogue, Apparel, Display & Design ideas, Drapers, Fashion Trend Setters, Textile World, Footwear news, Retail Merchandising, Stores, Visual Merchandising & Store Designing, Women's Wear Daily.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
45-0-30-4

Title of Course: Merchandiser's Roles & Responsibilities
Course code: MM 112
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Understand the key roles and responsibilities of a Merchandiser in the retail sector.
- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market)e and ensuring organizational profitability,
- Monitoring stock levels and performance range as well as promotional strategies.

Course Description:

- Development & presentations of product lines in both the manufacturing and retail sectors (domestic & global market) **(5-4)**
- Planning product ranges and preparing sales and stock plans in conjunction with the buyers, liaising with buyers, analysis, store suppliers and distributors. **(6-4)**
- Maintaining comprehensive library of appropriate data **(2-2)**
- Human resource development: Working closely with visual display staff and department heads for ensuring quality display **(5-2)**
- Maximize profits, manage performance ranges, promotional strategies, and decide on money spent, lines bought, and quantity. **(5-4)**
- Develop sales Forecast: trends, websites plan stock levels, monitor performance. **(5-4)**
- Understanding potential customers: Challenge Apparel & Manufacturers & retailers in meeting consumer demands for the right product, at the right prices and at the right times. **(6-4)**
- Using Technology: for retail buying and working with foreign markets, internet connections as promotional tools. Impact of technology and social media on all facets of product development. **(6-4)**
- Control the time line for the production process- from raw material to finished goods. **(5-2)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the roles and responsibilities of a Merchandiser.
- Apply learning through analysis, data collection, observation, developmental strategies to understand potential customers.
- Exhibit, adapt, utilize &investigate the responsibilities of a Merchandiser in ensuring organizational profitability.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Study Material:

1. Websites: https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
2. Handouts: As indicated by course instructor
3. Magazines: Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London,House & Garden.
4. CaseStudies:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/, https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Types of Buyer's & Buying Organizations
Course code: MM 122
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- understand different motivations of a consumer and organizational buyers
- Formulate strategies for approaching consumer and organizational buyers
- Recognize the importance of relationship management

Course Description:

- Identify key Buying areas in Fashion retail: crucial exploration of the role of the fashion buyer, source of buying inspiration, sourcing and communication, merchandise planning, trends in fashion buying. **(4-4)**
- Concept, practices, procedures, calculations and interpretations of figures that relate to the many factors' that produce profit. **(4-4)**
- Activities, process and people involved from the perspective of the fashion buyer. **(2-2)**
- Brand Personality, life cycle costs, operating lease, organization buying behavior Relationship management, value analysis, customer interaction approach **(4-4)**
- Typical buying tasks: Identifying & understanding potential customer, observing consumer behavior, creating a six month merchandise plan, mathematical formula, buying strategy, developing sales forecast **(4-4)**
- Store managers role: sales productivity, assortment planning, psychology, sociology and culture that influences the How, What, Where and Why of the BUY. **(6-6)**
- Merchandise plan is forecast into the future and how it is implemented at the actual purchase level. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of the types of buyers and organizational buying behavior.

- Apply learning through data collection, study, observation, analysis of the life cycle of buying patterns.
- Exhibit, adapt, utilize &investigate the buying behavior and pattern of an organization to facilitate effective operational strategies.

Reference Books:

1. Helen Goworek. 2001. *Fashion Buying*. Blackwell Science
2. Richard Clodfelter. UK October 2002/US August 2002. *Making Buying decisions 2nd edition- using the computer as a tool*. Fairchild Books
3. Richard Clodfelter. UK September 2008/US July 2008. *Making Buying decisions 3rd edition- using the computer as a tool*. Fairchild Books
4. Bette K Tepper. UK November 2001/US September 2001. *Mathematics for retail buying 5th edition*. Fairchild Books
5. John Donellan. UK February 2002/US December 2001. *Merchandising Buying and Management. 2nd edition*. Fairchild Books.
6. Linda Cushman. UK October 2004/US August 2004. *Using computerized spreadsheets- Mathematics for retail buying*. Fairchild Books
7. David Shaw & Dimitri Koumbis. UK October 2013/US December 2013. *Fashion Buying- From Trend forecasting to shop floor*. Fairchild Books
8. Richard Clodfelter. UK September 2012/US July 2012. *Retail Buying (From Basic's to Fashion)*. Fairchild Books.
9. Dana Connel. UK December 2009/ US October 2009. *A Buyer's Life- A Concise guide to retail planning and forecasting*. Fairchild Books.
10. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK May 2008/US March 2008. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
11. Patricia M Rath, Stefani Bay, Richard Petrizzi & Penny Gill. UK December 2014/US October 2014. *The Why of the Buy- Consumer Behavior and Fashion Marketing*. Fairchild Books.
12. John Donellan. UK November 2013/US September 2013. *Merchandise Buying & Management*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Economics
Course code: MM 132
Pre-requisite(s): Basics of Business Economics

Course Objectives:

- Understanding the nature and scope of the economic system of fashion industry.
- Developing theoretical & practical understanding of the economic structure, working, performance, problems and solutions in the Fashion industry.

Course Description:

- Nature & Scope of Fashion Economics: Definition, Nature & Scope, Micro-Macro Economics, Workings of Economic systems, Economic cycles, Inflation & Recession. **(4-4)**
- Foundations of the Fashion economic analysis of business problems, price theory, production theory, trade theory, with reference to the global economy with special emphasis on the function and determination of market prices in production and consumption. **(6-6)**
- Understand and apply the concepts of supply and demand equilibrium, costs and benefits and their multiple applications, consumer equilibrium, and factors that shift supply and demand to analyze the behavior of real markets when conditions change. **(4-4)**
- Appreciate the role of: money in the economy, dangers of inflation, importance of free trade, limits of regulation, effects of taxes and subsidies of different types, workings of the market system in determining earnings (interest, profits, wages, salaries and rents), modern business firm, its function and boundaries. **(6-6)**
- Difference between monopoly markets and competitive markets. Nature of production in the modern economy. Identify the profit maximizing price and the relationship between different types of cost. **(4-4)**
- Overview of Statistics: Definition, Functions, Techniques, Law & limitations of Statistics. Primary & Secondary Data Collection, Classified & Tabulations of Data **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of understanding the economics of world fashion industry
- Apply learning through data collection on existing businesses; analyze the mechanisms of fashion market and its economic strategies.
- Exhibit, adapt, utilize & investigate the production and distribution of fashion goods as well as the human behavior linked to economic conditions and developments.

Reference Books:

1. Brian Moe Ran & Ana Alacovska. UK November 2011/US October 2011. *Creative Industries- Critical Readings*. Berg Publications
2. Deverly Kemp, Gatterson & Barbara. L. Stewart. UK Nov 2008/US September 2008. *Apparel- Concepts & Practical Applications*. Fairchild Books.
3. Harvey Shoemack & Patricia Mink Rath. UK October 2014/US August 2014. *Essentials of Exporting & Importing- US Trade Policies, Procedure's & Practices*. Fairchild Books.
4. Bette K. Tepper. UK November 2001/US September 2001. *Mathematics for Retail Buying 5th Edition*. Fairchild Books
5. Rosalie J. Regini & Jimmie G Anderson. UK December 2008/US October 2008. *Entrepreneurship in Action- A Retail Store Simulation*. Fairchild Books.
6. Patricia Mink Rath, Richard Petrizzi & Penny Gill. UK July 2012/ US May 2013. *Marketing Fashion- A global perspective*. Fairchild Books.
7. Michele .M. Granger & Tina Sterling. UK October 2011/US August 2011. *Fashion Entrepreneurship- Retail Business Planning*. Fairchild Books.
8. Patrizia Caietato. Translated by Lisa Adams. UK April 2014/US June 2014. *Luxury- Fashion, Lifestyle & Excess*. Bloomsbury Academic
9. Leslie Davis Burns, Kathy K. Mullet & Nancy O. Bryant. UK October 2011/US August 2011. *The Business of Fashion- Designing, Manufacturing & Marketing*. Fairchild Books.
10. Connie Ulsawicz & Janet Hethorn. UK June 2008/US April 2008. *Sustainable Fashion: Why Now? A conversation exploring issues, practices & possibilities*. Fairchild Books

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

- Websites;http://www.conejousd.org/Portals/49/Departments/Social%20Science/Freed/Unit%201%20Summary%20%28For%20Posting%20Online%29.pdf, https://wiki.nus.edu.sg/display/Fashion/Economic+Analyisis+of+Fashion+Retail
- Handouts: As indicated by course instructor
- Magazine: text book Principles ***of Economics*, 3rd edition, by Timothy Taylor,** published by TEXTBOOK MEDIA**.** http://www.textbookmedia.com/.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Marketing
Course code: MM 142
Pre-requisite(s): Introduction to Fashion Industry

Course Objectives:

- Insight into the business of fashion for grooming into a complete industry ready profession.
- Tailored to blend creative fashion knowledge with a solid grounding in business & marketing

Course Description:

Basics of Marketing:

- **Introduction to Marketing:** Definition & functions of marketing, core concepts of marketing, consumer behavior, marketing environment, market segmentation, marketing mix, marketing planning, marketing organization, market evaluation and controls, social responsibility of marketing organizations. **(6-6)**
- **Strategic Fashion Marketing:** concept of strategy as applied to the fashion business & its marketing function, understand strategy , types of strategy, its determinants and how it is formulated for fashion business **(6-6)**
- **Fashion Marketing Systems and Processes:** Concept of marketing function in the context of fashion business, conceptually describe, understand marketing mix functions and how they get formulated for fashion business **(6-6)**
- **Advanced Marketing Research:** Advanced research techniques and methodologies as applied to the fashion business and its marketing function, comprehend statistical analysis tools and develop deep analytical skills. **(6-6)**
- **Professional Practice:** Fashion business firms; relate all prior learning in fashion marketing discipline to practical professional world, exposure to prevalent commercial and industrial practices &standards. **(6-6)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of strategic fashion marketing.
- Apply learning through researching case studies of professional standard practices with business firms.

- Exhibit, adapt, utilize & investigate prevalent commercial and industrial practices, standards and market systems in the fashion industry.

Reference Books:

1. Uma Iyer, Publishing year not known. *The Business of Marketing Fashion*. Publisher not known.
2. Marianne Bickle. 2010. *Fashion Marketing, Theory, Principles & Practices.* Fairchild Books.
3. Patricia Mink Rath, Richard Petrizzi & Penny Gill. Uk July 2012/US May 2012. *Marketing Fashion- a Global Perspective*. Fairchild Books
4. Gerald J Sharman &Sar Perlman. UK July 2014/US May 2014. *The Real World Guide to Fashion Selling& Management*. Fairchild Books.
5. Brian Moeran. UK January 2010/US January 2010. *Advertising- Critical Readings*. Berg Publishers.
6. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
7. Mike Easey. Oct 2008. *Fashion Marketing (wiley desktop edition)*.John Wiley & sons 3rd edition, edition
8. Glencoe & Mc Craw Hill. Feb 2005. *Fashion Marketing (Glencoe marketing).* Publication Glencoe & Mc Graw Hill student
9. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues.* Publication Butterworth-Heinemann
10. Dottie Olkiers. March 2003. *Fashion Marketing.* Publication south western
11. Joel Le Bon. Oct 2014. *Fashion Marketing: Influencing Consumer choice and loyalty with fashion products.* Publication Business expert press

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Material:

1. Websites
   http://www.businessoffashion.com/articles/basics/the-basics-part-8-marketing
   http://www.optitex.com/en/news_and_events/articles/fashion_marketing/Fashion_Marketing_101,http://study.com/articles/Fashion_Marketing_Manager_Job_Description_Duties_and_Requirements.html
2. Handouts: As indicated by course instructor.
3. Magazines: Style Bubble, Collezioni, Marie Claire, Vogue, Edit, Bazaar, Top Shop, Interview, Elle, Women's Health, Mega, Notch, Muse, Cosmopolitan, Fashionbi Magazine, Glamour, In Style, Beautiful, Fashion.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Brand Management
Course code: MM 152
Pre-requisite(s): Introduction to Fashion Industry and basic knowledge of Brands

Course Objectives:

- The Fashion brand manager should be able to develop a brand identity to match the spirit of the period and play a leading role in managing brand labels.
- Principles & practices of Fashion brand management and their application in fashion companies, consulting firms, trade associations, fashion, and luxury and lifestyle trends.
- Fashion Futures: trends and visions, trend-setting, buy ology, retail trends,

Course Description:

Fashion brand management composed by three interlaced units:

1. **Vision:** design and trend based. Brand identity, buy ology, research, innovation and heritage, tuning between human, society and industry, visionary and concrete, creative and managerial, innovative but well rooted in the industry know-how, competitive and beyond competition, art directing, spirit of time, strategic branding, brand identity, rebranding, business models, macro to micro trend analysis. **(12-12)**

2. **Management:** business of fashion. strategy and concreteness, marketing and merchandising, retail and administration, law and logistics, processes from production, sales and profits , brand marketing communications , new world branding, social media applications and impact, brand management analytics, measuring value of brand **(10-10)**

3. **Communication:** brand outputs, materials, events, advertising, writing, the digital world and video making. **(8-8)**

Learning Outcomes:

- Demonstrate complete knowledge, skills and understanding of the importance of brand management.
- Apply learning in the field of marketing, communication and event planning, brand management, retail, visual merchandising, e-commerce and the search for new trends

- Exhibit, adapt, utilize &investigate the key role of brand identity & futuristic fashions.

Reference Books:

1. Yamuna Ambika Chopra. Year unavailable. *IIAFT. Fashion Management*. Publisher unknown
2. Gwyneth Moore. UK October 2012/US November 2012. *Basics Fashion Management 02: Fashion Promotion-Buying a Brand through Marketing & Communication*. Ava Publishing
3. Gilles Auguste & Michel Gutsatz. March 2013. *Luxury Talent Management: Leading & Managing a luxury brand*. Publication Palgrave Mac Macmillan.
4. Giles Auguste & Michel Gutsatz. March 2013. *Luxury Fashion Branding: Trends, Tactics, Techniques*. Publication Palgrave Mac Macmillan
5. Uche Okonkwo. May 2007.*Luxury Brand Management- A World of Privilege.* Publication Palgrave Macmillan
6. Michel Cheualier & Gerald Mazzalovo. *Luxury Marketing & Management: Tools & Strategies to manage luxury products in a profitable and sustainable fashion.* John Wiley & Sons
7. Glynn Atwal & Douglas Bryson. Feb 2014. *Luxury Brands in Emerging Markets.* Publication Palgrave MacMillan
8. William D'Arienzo. March 2016. *Brand Management Strategies- Luxury & Mass Markets*. Fairchild Books
9. Julia Wimmers. September 2013. *ESPRIT- A Lifestyle Brand aiming to become the European Leader in the Fashion Industry*. Grin Verlag Publication.
10. Martha Vandijk. November 2009. *Luxury Fashion Management: Brand & Marketing Management in an ever changing luxury fashion industry*. Publication VDM Verlag.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a. http://www.iconixbrand.com/management.asp
   b. http://www.meltmanagement.com/#/welcome/
   c. http://www3.sympatico.ca/synergy1/Armani.pdf
2. Handouts: As indicated by course instructor.
3. Magazines: Teen Vogue Fashion, Bazaar, Style warehouse, Wellness, De Fuze, EGL, Aura, Celebrate, WSJ, Cosmopolitan, Dazed, Fashion, Savannah, You, Berlin Fashion Magazine, Nylon, Vogue, Lucky

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Culture
Course code: MM 162
Pre-requisite(s): Fashion Design Process

Course Objectives:

- Analyze and interpret fashion as both a creative industry and as a cultural phenomenon.
- Reflect critically on the historical, social, cultural and global dimensions of fashion.
- Gain an understanding of the development of the field of fashion studies, theoretical viewpoints and concepts of fashion.
- Develop visual and verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspective

Course Description:

- **Analyze and interpret fashion as both a creative industry and as a cultural phenomenon:** explore define visual &creative skills and develop aesthetic vision through engagement with the narrative of history and a wealth of archival resources. **(6-6)**
- **Reflect critically on the historical, social, cultural and global dimensions of fashion.** Social and cultural issues from practices of consumption and production through to an expression of identity. historical periods, geographic locations, subcultural groups, and identity categories such as gender, ethnicity, class, and sexuality, sociological, anthropological, semiotic and post-modern, relationships between fashion, culture and the body, from the late 19th century to the present day. **(8-8)**
- **Understanding development of the field of fashion studies, theoretical viewpoints.** Theoretical writings of scholars who have shaped the development of fashion studies, to stimulate original and meaningful contributions to the discipline of fashion history and theory. Draw on the theories and methods of cultural studies, urban sociology, critical race theory, feminist theory, performance theory, queer theory etc. **(10-10)**
- Develop verbal skills for observing, analyzing, describing and critiquing fashion in its many manifestations (as product, media, culture) from a range of theoretical perspectives **(6-6)**

Learning Outcomes:

- Demonstrate knowledge of important factors that shaped theories of dress and the history of fashion.
- Locate developments in the history of fashion in the broader context of gender, identity and popular culture.
- Present written and oral arguments about the history of fashion.
- Exhibit, adapt, apply, utilize & investigate the role of fashion as an important component of history & culture.
- **Reference Books:**

1. French Lunning. UK February 2013/US April 2013. *Fetish Style*. Bloomsbury Academic
2. Maria Mellins. UK August 2013/US September 2013. *Vampire Culture*. Bloomsbury Academic.
3. Marie Riegels Melchor & Birgitta Svensson. UK June 2014/US August 2014. *Fashion & Museums- Theory & Practice*. Bloomsbury Academic.
4. Janice Miller. UK July 2011/US Sept 2011. *Fashion & Music*. Berg Publishers
5. Donald Clay Johnson & Helen Bradley Foster. UK November 2007/US November 2007. *Dress Sense- Emotional & Sensory Experiences of the Body & Clothes*. Berg Publisher
6. Pamela Church Gibson. UK December 2011/US December 2011. *Fashion & Celebrity Culture*. Berg Publishers
7. Susan B Kaiser. UK November 2012/US January 2013. *Fashion & Cultural Studies*. Berg Publishers.
8. Stephanie Talbot. UK January 2013/US May 2013. *Slogan T-Shirts (cult & culture)*. A & C Black Visual Arts.
9. Jane E Workman & Beth W Freeburg.. UK December 2008/US October 2008. *Dress & Society*. Berg Publishers
10. Kim K P Johnson & Sharon J Lennon. UK November 1999/US November 1999. *Berg Publishers*. Appearance & Power.
11. Joanne B Eicher & Sandra Lee Evenson. UK October 2014. US August 2014. *The Visible Self - Global Perspectives on Dress, Culture & Society*. Fairchild Books.
12. Joanne B Eicher & Sandra Lee Evenson & Hazel Lutz. UK May 2000/US March 2000. *Global Perspectives on Dress, Culture & Society*. Fairchild Books.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites:
   a) http://www.press.uchicago.edu/ucp/books/book/chicago/F/bo3684378.html
   b) http://prtl.uhcl.edu/portal/page/portal/USN/TheSignal/Editorial?articleId=1026
   c) http://www.businessoffashion.com/articles/opinion/creating-culture-andy-dunn-bonobos
   d) http://thoughteconomics.blogspot.in/2012/09/fashion.html
2. Handouts: As indicated by course instructor
3. Magazines: Nylon, Vision, Vogue, Black, Phoenix, Trace, looker, Fashion, Vanity Fair, Cheeze, Marie Claire, Arise, Confidential, Culture, Seventeen, Dazed, Essence

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

First Year- Spring Semester

L-T-P-C
30-0-30-3

Title of Course: Fashion Communication
Course code: MM 172
Pre-requisite(s): Basic Communication & Presentation skills

Course Objectives:

- Work with design strategies, brands, portfolios, visual merchandising, display, exhibition design, public relations and creative writing.
- Use mass communication to promote fashion. Communicate with masses or consumer by means of advertisement, promotions, films, video's, print etc
- Emerge as professionals who offer effective communication solutions for the fashion & lifestyle industry.

Course Description:

- Inputs in fundamentals of communication and fashion design through different tools of theory, exploration and application. **(4-4)**
- Informed, responsible fashion promotion, writing, observation, critical to the industry's future. Include study of fashion terminology, fashion studies, design aesthetics **(6-6)**
- Learn how Public Relations are to effectively be used as a means for communication in the fashion industry. Work with public opinion, research data on industry derived projects & cases, plan and write proposals for publicity and public relations programs. **(6-6)**
- Journalism. Developing communication plans, preparing press releases & press kits, conducting interviews, producing newsletters, house journals & speeches, and writing, editing and digital media. **(6-6)**
- Locate, understand and critically evaluate information from books, journals & the Internet and using these sources of information to produce analytical writing & oral presentations to focused groups. **(4-4)**
- Establish reference systems, paraphrasing, applying the principles of effective communication and the professional presentation of researched documents **(4-4)**

Learning Outcomes:

- Demonstrate complete knowledge and understanding of the importance of communication skills for fashion industry.

- Apply their learning through analytical and writing and presentation skills.
- Exhibit, adapt, utilize & investigate the role of fashion communication.

Reference Books:

1. Fashion theory. Volume 18 Issue 4- UK September 2014. *The Journal of Dress Body & Culture*. Bloomsbury Academic.
2. Vikki Bell. UK March 2007/US March 2007. *Culture & Performance-The Challenge of Ethics, Politics & Feminist Theory*. Berg Publishers
3. Polly Guern. UK October 2004/US August 2004. *Creative Fashion Presentations 2nd Edition*. Fairchild Books
4. Peter Mc Neill & Sanda Miller. UK October 2014/US December 2014. *Fashion Writing & Criticism- History, Theory, Practice*. Bloomsbury Academic
5. Helen Warner. UK April 2014/US June 2014. *Fashion on Television- Identity & Celebrity Culture*. Bloomsbury Academic
6. Roland Barthers. UK October 2013/US December 2003. *The Language of Fashion*. Bloomsbury Academic.
7. Grace Lees-Maffei Lees-Maffei. UK December 2011/US January 2012. *Writing Design-Words & Objects*. Berg Publishers
8. Michael Clarke.UK December 2007/US Jan 2008. *Verbalizing the Visual- Translating Art & Design into words*. Ava Publishing

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Examination 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation)

Other Study Material:

1. Websites

a) http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=9700,

b) http://scholar.google.co.in/scholar?q=Fashion+Communication+research+papers&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ei=exYVfaGBcPmuQSV0IC4AQ&ved=0CBsQgQMwAA, https://ideas.repec.org/p/bon/bonsfa/462.html

2. Handouts: As indicated by course instructor
3. Magazines: Bazaar, Flare, Vogue, Swarovski, Marie Claire, Glamour, Elle, Cosmopolitan, Fashion, Dior, Glam & Life.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

AUTUMN SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact & Individual hrs.			CW	MTE	ETE
Autumn Semester	MM 203	Internship # June-July (8 Weeks)	-	-	-	Approx. 48	**15**	Viva, Power-Point Presentation & Report)	50	-	50
	MM 213	Retail Structure & Different Retailing Techniques	2	-	2	4	**3**	3	25	25	50
	MM 223	Production Planning & Control	2	-	2	4	**3**	3	25	25	50
	MM 233	Global Issues & Ethical Trading	1	-	2	3	**2**	3	25	25	50
	MM 243	Branding, Trend Forecasting, Promotion	1	-	2	3	**2**	3	30	20	50
		Sub Total	**6**	**-**	**8**	**62**	**25**				

Practice hours required per week

- Retail Structure & Different Retailing Techniques: **2 Hrs.**
- Production Planning & Control: **2 Hrs.**
- Global Issues & Ethical Trading: **2 Hrs.**
- Branding, Trend Forecasting, Promotion: **2 Hrs.**

 # Internship: Students will join internship immediately after closing of Spring Semester (First Year) and their semester will start with commencement of Internship, however, performance of Internship will be considered in the Autumn Semester (Second Year).

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year

SPRING SEMESTER

	Course Code	Course Title	Contact Hours per Week				**Credits**	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
Spring Semester	MM 204	Dissertation	-	6	14	20	**20**	Viva (With Dissertation Report & Power-Point Presentation)	50	-	50
	MM 214	Portfolio Development	1	2	6	9	**5**	Viva (With PPT & Document)			
		Sub Total	**1**	**8**	**20**	**29**	**25**				

Practice hours required per week

- The Dissertation requires 25 Independent Hrs. per week
- Portfolio Development requires 2 Hrs. per week

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

Title of Course: Internship **Total Contact H:48**
Course code: MM 203 **(Internship)**
Online feedback (16-16)
Pre-requisite(s): Completed One Year studies of MFM **Jury: 16**

Course Objectives:

- Course is designed to provide student with the opportunity to apply concepts and skills learned in the classroom, to a real-world work environment.
- Gives students an opportunity to display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.

Course Description: **Instructional Methodology:**

- Workforce training in the workplace. It should relate to an area of student potential career interest, connecting general and technical skills to the real world experience.
- Working a minimum of 30 hours per week during the semester, the student must be involved in additional activities and assignments.
- External learning experience involving the performance of duties normally performed by individuals involved in the marketing/fashion merchandising industries.
- The instructor will make visits to the workplace and meet with the student and supervisor in order to confirm that an appropriate learning experience is taking place.
- The student will establish goals they wish to accomplish in this course in calibration with the supervisor.
- Weekly reports will be submitted. The first report will include a detailed the job description, among other items along with an initial résumé and cover letter.

Learning Outcomes: At the end of the course, the student will exhibit adequate competency in those areas set forth in the goals and objectives identified by the instructor, the student and the student's workplace supervisor. In addition specific objectives are:

1. To ensure that students understand a broad range of marketing/fashion concepts and terms.
2. To ensure students ability to apply marketing/fashion concepts to changing marketing situations.
3. To ensure students understanding the importance of the basic elements of the market mix, target market and the development of a marketing strategy.
4. To encourage students to develop the initiative and work habits that will make them successful in a broad range of all marketing/fashion environments.
5. To gain experience in specific skills in the marketing/fashion merchandising industry.

Reference Books:

1. Kristen. K. Swanson & Judith C Everett. UK October 2007/ US August 2007. *Promotion in the Merchandising Environment 2nd Edition*. Fairchild Books.
2. Grace I Kunz. UK October 2009/ US August 2009. *Merchandising: Theory, Principles & Practice*. Fairchild Book
3. Linda. M. Cushman. UK May 2011/US March 2011. *A Practical Approach to Merchandising*. Fairchild Books
4. Tony Hines & Margaret Bruce. *Fashion Marketing- Contemporary issues*. Publication Butterworth-Heinemann
5. *Basics of Fashion Management 01: Fashion Merchandising*. UK November 2011/US November 2011. Ava Publishing
6. Pamela. M. Philips, Ellye Bloom, John D Mattingly. *Fashion Sales Promotion- The Selling behind Selling*. Prentice Hall

Evaluation Process:

- 50% weightage is based on the work diary that they have maintained during their internship.
- 50% weightage is based on the Digital Presentation of Internship and Viva Voce.

Other Study Material:

- Websites; https://www.google.co.in/search?q=visual+merchandising&biw=947&bih=652&tbm=isch&tbo=u&source=univ&sa=X&ei=1VNMVfrLJZCVuATGvYG4Dg&sqi=2&ved=0CCgQsAQ
- Handouts: As Indicated by course instructor.
- Magazines:. Visual Merchandising, DDI, VM-RD, VM, VMSD, Frame, HMS-Host, London
- CaseStudies**:**
- VISUALMERCHANDISER:http://www.prospects.ac.uk/case_studies_visual_merchandiser_case_study_1.htm,http://visualinstinct.be/case-studies/.
- FASHION DESIGN SOURCE: https://books.google.co.in/books?id=idXDAQAAQBAJ&pg=PA7&lpg=PA7&dq=Case+Studies+Visual+Merchandising+in+Fashion+Design&source=bl&ots=Izsmda2mrU&sig=TAA05iSLeUOuKp7XwL72p_LOox8&hl=en&sa=X&ei=dvY5VbnsC5Dv8gXfsYDgBA&ved=0CFwQ6AEwBjgK#v=onepage&q=Case%20Studies%20Visual%20Merchandising%20in%20Fashion%20Design&f=false, http://www.lmsvc.com/case-studies/

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Retail Structure and & Different Retailing Techniques
Course code: MM 213
Pre-requisite(s): MM 110 Fashion Marketing

Course Objectives:

- This course aims to establish the importance of retail industry, which has been changing at a rapid speed. Retail Structure and different Retailing techniques provides the opportunity to learn concepts of Managing merchandise, brands, retail stores and Consumer Behavior
- To enable the students to understand key definitions and terminology used in fashion retailing, working of retail structure and Visual Merchandising.
- To understand the economic influence of retail sector and appreciate the management process in retailing.

Course Description:

- Introduction to Types of different Retail Formats **(04-04)**
- Introduction to Roles and Responsibilities of staff and managers in different retail formats **(03-03)**
- Developing an understanding of Store Operations and promotions **(03-03)**
- Understanding Visual Merchandising **(03-03)**
- Retail structure and its relevance **(03-03)**
- Understanding of Retail Geography **(02-02)**
- Develop Retail Decision Making **(03-03)**
- Introduction to Retail mathematics and its applications **(03-03)**
- Understanding Modern Retailing Techniques **(03-03)**
- Overview of Customer Relationship Techniques **(03-03)**

Learning Outcomes:

- Underline the importance of understanding the basics of retail market with respect to fashion business.
- Understand the different retail formats and their processes in professional manner.
- Exhibit comprehensive knowledge of Fashion Retail and applying the principles in the real business world.
- Demonstrate a strong sense of decision making.
- Demonstrate understanding of different basic and advance tools used in fashion retailing and appropriate skills and knowledge for the broader context of subject such as retail geography, mathematics, visual merchandising, etc.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Gopal, V. V (2005), *Retail management - perspectives and cases*,ICFAI University Press, Hyderabad
2. Gupta, S. L. (2007), *Retail Management: An India in perspective text & cases*, Wisdom Publications, Delhi
3. Lamba, A J (2003), *Art of retailing*, Tata McGraw-Hill, New Delhi
4. Ogden, James R and Ogden, Denise T. (2005) *Integrated retail management: Indian adaptation*
5. *Biztantra*, Dreamtech Press, New Delhi
6. Rao, T. Srinivasa (2006), *Changing lifestyle and Consumer Behavior*, Deep & Deep Publications Pvt. Ltd., New Delhi
7. Solomon, M R. and Robolt, Nancy J. (2004) *Consumer Behavior in fashion* Dorling Kinderley (India) Pvt. Ltd., New Delhi
8. Tybout, Alice ed. and Calkins, Tim ed. (2005) *Kellogg on branding: the marketing faculty of Kallogg School of Management*, John Wiley & Sons New Jersey
9. Simon &Schuster 2000 *why we buy: The science of shopping*, Underhill, New York
10. Kurt Salmon Associates, *Vision and perspective of Consumer Behavior and trends in clothing: a global study, I.W.T.O. (International Wool Textile Organization),*.

Other Study Material: Websites:

- http://elearning.nokomis.in/uploaddocuments/Retail%20Merchandising%20& %20Buying/Chap%204-Types%20of%20Retail%20Formats/PPT/chap%204.pdf
- http://www.iimahd.ernet.in/publications/data/2004-08-05pksinha.pdf
- http://www.axis.com/rbte/files/store_productivity.pdf
- https://www.business.qld.gov.au/business/running/retail-design/creating-effective-retail-displays/principles-visual-merchandising
- www.sciencepub.net/nature/0301/06-yaofengge.doc
- http://www.handelsradet.nu/wp-content/uploads/2016/01/2014-Geography-and-the-retail-industry.pdf
- https://www.oss.unist.hr/sites/default/files/dokumenti/courses/specialist/business_trade/DTP021_ Contemporary_Retail_Techniques.pdf
- https://www.sas.com/content/dam/SAS/en_us/doc/analystreport/rsr-modern-merchandising-107753.pdf
- http://iveybusinessjournal.com/publication/best-practices-customer-relationship-management/

Case studies :

STRATEGY & MARKETING CONSULTANTS:
http://www.simon-kucher.com/sites/default/files/designing_a_promotional_strategy_that_works_for_apparel_retailers_simon-kucher.pdf
UNDERSTANDING ORGANIZED GARMENT RETAILING BUSINESS IN INDIA: http://www.ijesi.org/papers/Vol%202(6)/Version-1/J0261061070.pdf
OVERVIEW OF RETAILING:
http://www.pondiuni.edu.in/storage/dde/downloads/markiii_rm.pdf
CONSUMERS & CHANGING RETAIL MARKETS:

- https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02096.html

MULTI-CHANNEL DISTRIBUTION IN THE APPAREL INDUSTRY

- http://www.mmh.com/wp_content/sdi_wp_content_073013.pdf

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
30-0-30-3

Title of Course: Production planning and control
Course Code: MM 223
Pre-requisite(s): MM 101 Introduction to Fashion.**MM 102** Merchandising Functions in an Organization
Course Objectives:

- To provide student with the opportunity to apply concepts and skills learned in the classroom with respect of production, planning to a real-world work environment.
- To display their abilities to a potential employer or, to obtain expanded responsibilities from a current employer.
- To develop required skillsto enhance their competency in knowing the process flow and planning in garment manufacturing and improving productivity of manufacturing facility by co-ordination of various departments internally with the help of production planning and control.

Course Description:

- Introductions to different types of manufacturing processes and developing their basic idea along with focus on advantages and disadvantages of different types of production systems. **(03-03)**
- Understanding terminologies associated with apparel production and planning and quiz on understanding of terms and their usage.. **(03-03)**
- Study of terminologies and their formulaes and calculation involved along with real time situations for facing practical situations in industry. **(04-04)**
- Learn about inter departmental process flow and identify activities related to production planning and control works **(03-03)**
- Study some of the manufacturing systems being used and analysis of their of the process flow.**(03-03)**
- Generate reports on manufacturing systems and their use in different types of apparel products**(03-03)**

- Kinds of manufacturing system-Familiarize and Differentiate with different manufacturing system associated with apparel production viz. Make through system, Assembly system, Progressive bundle system, Unit Production system, Modular production system. **(04-04)**
- Terminology for apparel production and planning-Explain the terminologies associated with apparel production and planning-Terminologies associated with apparel production and planning like Production, SAM and SMV,WIP ,Bottle neck ,critical operations, productivity, line efficiency, throughput time, Lead time and Pitch time. **(04-04)**
- Apparel production planning and control-Explain the need and importance of apparel production planning and control - Importance of apparel production planning **(03-03)**

Learning Outcomes:

- To relate easily to the need and importance of apparel production planning and control
- To explain the process of manufacturing and production.
- To carry out production planning and work allocation for given situation
- To plan preproduction activities for given situation
- To derive time plan and action plan for given order execution

Reference Books:

- David J. Tyler ,(2008),*Carr and Latham's Technology of clothing Manufacture*
- Bubonia,(2011),*Apparel Production Terms and Processes*
- Jacob Solinger ,(2005),*Apparel Manufacturing Analysis*
- Harold Kooritz & Heinz Weihrich ,(2012),*Essentials of Management*
- *Joseph L Massie ,(2015),Essentials of Management*
- Elwood S.Buffa, and Rakesh K.Sarin 8th Ed,(2000),
- *Modern Production / Operations Management,John Wiley and Sons*
- Ruth E. Glock and Grace I. Kunz 4th edition,*(2005)Apparel Manufacturing: Sewn Product Analysis book*

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examination of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and digital Presentation).

Other Study Material:

- http://www.garmentsmerchandising.com/relation-of-production-planning-and-control/
- http://www.onlineclothingstudy.com/2015/04/production-planning-and-control-concept.html\
- http://mech.at.ua/PPC-NOTES.pdf
- http://stitchdiary.com/wp-content/uploads/2013/03/SW-SEP-2012-article.pdf

Case studies :

- http://www.littoralis.info/iom/secure/assets/iom_iom20040201.436037_40505355d523.pdf (DATA BASE & INTRANET F0R SAFER COMMUNITIES)
- http://www.wipro.com/documents/resource-center/library/mass_customization.pdf (INFRASTRUCTURE SERVICES)
- http://businesscasestudies.co.uk/nissan/planning-for-quality-and-productivity/why-locate-in-sunderland.html#axzz2oiVevQKL (NISSAN SUNDERLAND PLANT SETS LATEST PRODUCTION MILESTONE)
- http://www.iaeng.org/publication/WCE2014/WCE2014_pp1057-1062.pdf (KEY SUCCESS: FACTORS FOR THE APPAREL MANUFACTURING INDUSTRY-A CASE STUDY AT COMPANY X)

- http://www.rroij.com/open-access/implementation-of-cellular-manufacturingsystems-in-garments-industry-a-case-study.pdf ((IMPLEMENTATION OF CELLULAR MANUFACTURING SYSTEMS IN GARMENT INDUSTRY: A CASE STUDY)
- http://www.laguna-clothing.com/media/SW_FEB_2013.pdf (STITCH WORLD: TECHNOLOGY & MANAGEMENT IN SEWN PRODUCT INDUSTRY

Videos

- American Apparel - Factory Tour - Production Planning
  https://youtu.be/Lnpm2T9OcKQ
- Master Garment Manufacturing Ltd Eng Ver.
  https://youtu.be/9Rn8bDLVfks
- Material Flow Systems Introduction
  https://youtu.be/uzxfAiAIVa0
- Material Handling for Manufacturing Unit - Eton Unit Production System | Al Brj
  https://youtu.be/os054n8NRI0
- Eton Systems – Innovation
  https://youtu.be/KD5SLhf5IpY

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-30-2

Title of Course: Global issues and ethical Trading
Course code: MM 233
Pre-requisite(s): MM 101 Introduction to Fashion
MM 108 Fashion Economics
MM 110 Fashion Marketing

Course Objectives:

- To establish a deep understanding of the current global issues in the apparel industry and relevance of ethical trading.
- To appreciate the history and evolution of ethical trading.
- To Analyze and understand the current global scenario with judgmental perspective of ethical trade.
- To understand and develop skills to tackleenvironmental and social issues present in garment industry at national and international level**.**

Course Description:

- **Global Issues and Ethical trading** gives students the opportunity to explore and understand keytheories, concepts and problems relating to the international trade of textiles and apparel businesses in the global economy and how to deal with it in ethical manner through CSR and other compliances. **(03-06)**
- Global Issues and their historical significance-Familiarize with the past issues in apparel industry and different laws related to it including MFA ,Quota Allocation and elimination,GATT,FTA **(03-06)**
- The international market with regard to products, services and intellectual property and how those challenges affecteconomic, and ethical issues around the world relative to international trade, ethical laws for export and import in international trade. **(03-06)**
- Present global Issues- Explain the present scenario of apparel industry and moving trends towards sustainability and other labour related issues- International and national issues including-Green facilities,ETP,Dyes,Labour Issues **(03-06)**
- **Ethical Trading-** Describe ways to deal with different types of rising issues ethically and associated compliances- Compliances including environmental and corporate social responsibility and SA 8000, Oekotex certification. **(03-06)**

Learning Outcomes:

- Gain an awareness of major international trade agreements, domestic and foreign trade policies and agreements and the impact of those agreements on international trade and India.
- Gain a basic understanding of practices and conduct of import and export trade and become aware of the challenges being faced by apparel companies
- Acquire knowledge about the impact of research, and changes in technology through sustainability issues and environment hazards being addressed both at national and international level.

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Reference Books:

1. Kunz, G. I., & Garner (2nd Edition, 2011),*Going Global: The textile and apparel industry*,Fair Child: NY
2. Magdalena Płonka (Copyright 2011-2015)*Ethics in fashion, CSR in the garment industry*
3. Nakib Muhammad Nasrullah (Author), Mia Mahmudur Rahim (Author)
4. *CSR in Private Enterprises in Developing Countries: Evidences from the Ready-Made Garments Industry in Bangladesh (CSR, Sustainability, Ethics & Governance)*Springer Science & Business Media,30-Oct-2013
5. Kar, Mausumi, *The Indian Textile and Clothing IndustryAn Economic Analysis,Springer, 30-Apr-2015*
6. Angela Hale (Author), Jane Wills, *Threads of Labour: Garment Industry Supply Chains from the Workers' Perspective* 1st Edition,20-Jul-2011
7. Shae Garwood ,Sterling VA*Advocacy Across Borders: NGOs, Anti-Sweatshop Activism and the Global Garment Industry,Kumarian Press 2011*
8. Lois F. Herzeca,*Fashion Law & Business: Brands & Retailers*,Practising Law Institute, 2013

Other Study Material:

- https://en.wikipedia.org/wiki/Multi_Fibre_Arrangement
- https://www.wto.org/english/tratop_e/texti_e/texti_e.htm
- http://www.lawteacher.net/free-law-essays/international-law/the-textile-industry-and-exemption-from-gatt-international-law-essay.php (
- http://web.ita.doc.gov/tacgi/fta.nsf/fbf49a260d9c19b7852573750065b89a/70cf7aa5ff7bd90585257375006623f0?OpenDocument

Case studies

- https://libres.uncg.edu/ir/uncg/f/Gupta_uncg_0154D_11000.pdf (NC DOCKS DIGITAL ONLINE COLLECTION OF KNOWLEDGE & SCHOLARSHIP)
- https://openaccess.leidenuniv.nl/bitstream/handle/1887/21921/bachelor%20scriptie_NenaBode_s1058959.pdf?sequence=1 (GLOBAL ACTORS, LOCAL GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN GARMENT INDUSTRY)

- http://www.fibre2fashion.com/industry-article/2438/corporate-social-responsibility?page=1 (CORPORATE SOCIAL RESPONSIBILITY)
- http://www.sustainability.eu/pdf/csr/impact/IMPACT_Sector_Profile_TEXTILE.pdf (CORPORATE SOCIAL RESPONSIBILITY)
- http://digital.library.ryerson.ca/islandora/object/RULA%3A1900/datastream/OBJ/view (RULA DIGITAL REPOSITORY)

Videos

- **General Agreement on Tariffs and Trade (GATT) and North American Free Trade Agreement (NAFTA)** https://youtu.be/KMZGbaXYq58
- **The Fiber Side of Textile Recycling**https://youtu.be/CJka9tHkxjs https://www.youtube.com/watch?v=pEbFnAMHHps
- **The Full Story of the Rana Plaza Factory Disaster.**https://youtu.be/pEbFnAMHHps
- **Gap Is Starting To Make Clothes In Myanmar, Where Workers Are Horribly Mistreated** http://www.huffingtonpost.com/entry/gap- myanmar_n_5481484.html?section=india
- **They used sticks and scissors': Garment worker reveals details about the brutal beating she received after asking for better working conditions in Bangladeshi factory** http://www.dailymail.co.uk/femail/article-3061503/Garment-worker-reveals-details-brutal-beating-received-asking-better-working-conditions-Bangladeshi-factory.html
- **Govt comes out with plan to resolve Tirupur crisis** https://youtu.be/4zkCo17cUQk

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Autumn Semester

L-T-P-C
15-0-26-2

Title of Course: Branding, Trend Forecasting, Promotion
Course code: MM 243

Pre-requisite(s): **MM 111** Sourcing for Fashion Products
MM 112 Fashion Branding Management

Course Objectives:

- To study fashion forecasting in order to ideate future tastes and preference.
- Examine branding and the ways that brands acquire and sustain value in the marketplace.
- To learn brand management.

Course Description:

- Understand and apply Range planning and seasonal merchandise mix **(02-04)**
- Work on the Product Development process flow for the selected market. **(02-04)**
- Work on the Costing of the merchandise developed. **(02-04)**
- Launching the brand for the chosen market. **(01-02)**
- Evaluation of sales and distribution channel for the market. **(02-04)**
- Developing Branding and Promotion plan. **(02-04)**
- Designing marketing mix. **(02-04)**
- Managing growth and other challenges of the brand launched. **(02-04)**

Learning Outcomes:

- Able to analyze the international market technically to predict trends accurately.
- Identify, understand, and apply the methods and tools used by Brands – by solving Case Studies.
- Strategically create Forecasting model for a market/brand – and to understand the various tools used to apply the same.
- Understand the process of brand promotion

Reference Books:

1. Tracy, Diane & Cassidy, Tom,(2005),*Colour Forecasting*, *Om Books International, New Delhi*
2 Swanson, K, Kristen, & Everett, C, Judith,(2000),*Promotion in the Merchandising Environment*, Fairchild Publication, New York
3. Perna, Rita,(1987) *Fashion Forecasting*, Fairchild Publication, New York
4. Guerin, Polly, (2005),*Creative fashion presentation*, Fairchild Publication, New York
5. Birn, Robin,(2003),*Handbook of International Market Research Techniques*, 2nd edn, Kogan Page India Pvt, Ltd, New Delhi

6. Bennette, Roger & Blythe Jim, (2005),*International marketing: strategy planning, marketing Entry & implementation*, 3rd edn, Kogan Page India Pvt, Ltd, London
7. Peterson, L.K & Cullen, Cheryl Dangel,(2000),*Global graphics: color: a guide to design with color for an international market,* Rockport Publishers, Massachusetts
8. Packard, S., winters, A. & Axelrod, N. (1998),*Fashion Buying& Merchandising*. 2nd Edition,New York, Fairchild Publications
9. O'Hara, G. (1986),*The Encyclopedia of Fashion*. London, Thames & Hudson
10. Brannon, Evelyn L. (2002),*"Entrepreneurship"*,Fashion Forecasting. New York, Fairchild Publications

Evaluation Process:

- Course Work: 25% weightage. It includes Quiz, Digital Presentation, and Class Assignments.
- Mid Term Examinations: 25% weightage. Two Examinations of 20 marks each.
- End Term Examination: 50% weightage (Theory Examination and Digital Presentation).

Other Study Materials:

- http://www.businessoffashion.com/articles/basics/how-do-you-create-brand-awareness
- http://www.businessoffashion.com/articles/basics/do-you-really-want-to-start-a-fashion-business
- ftp://ftp.repec.org/opt/ReDIF/RePEc/rdc/v2i2/6.pdf
- http://textilelearner.blogspot.in/2012/02/process-flow-chart-of-garments.html
- http://textilelearner.blogspot.in/2012/05/flow-chart-of-merchandising-working.html
- http://www.mytopbusinessideas.com/marketing-strategies-clothing-line/
- http://www.clothinglinehelp.com/clothing-line-promotion-and-marketing.html
- http://nonprofithub.org/nonprofit-branding/wear-brand-use-clothing-promote-nonprofit/

Case studies:

- http://thirdeyesight.in/articles/ImagesFashion_Zara_Part_I.pdf (THIRD EYE SIGHT)
- http://www.talkwalker.com/en/academy/case-studies/case-study-fashion-on-social-top-fashion-brands-and-their-social-media-performance/**do** (TOP FASHION BRAND)
- http://dspace.bracu.ac.bd/xmlui/bitstream/handle/10361/2823/07304011.pdf?sequence=1&isAllowed=ywnload.businescasestudies.co.uk/retrieve_aldi_18_YWxkaS9jYXNlL (BUSINESS CASE STUDIES)
- https://www.researchgate.net/publication/282604549_Cost_Analysis_in_Garment_Industry. (COST ANALYSIS IN GARMENT INDUSTRY)

Videos:

- **Fashion Trend Report 2016 | Style, Hair, Shoes, Pantone Color, Textures, Patterns** https://youtu.be/1Dh5Htn6CZE
- **About WGSN: Trend Forecasting** https://youtu.be/nNWFn1rcNG8
- **Top 20 Trends in 2016 Forecast / 2016 Trend Report from Trend Hunter** https://youtu.be/r1Uz53VYm_w
- **Alexa Chung Uncovers Fashion Industry Secrets - Full Series One | Future of Fashion | British Vogue**https://youtu.be/Bi2nc_xxnvs
- **The Next Black - A film about the Future of Clothing** https://youtu.be/XCsGLWrfE4Y
- **NetSuite for Fashion Brands** https://youtu.be/IwfH2R4yhTQ
- **4. How Do You Create Brand Awareness? | BoF Fashion Business Basics** https://youtu.be/X3u-92jpuaQ
- **2. How Do You Write a Fashion Business Plan? | BoF Fashion Business Basics** https://youtu.be/B-ppAS9HALI
- **Ralph Lauren: How I Built a Fashion Empire** https://youtu.be/WTqYMoz_inU
- **BBC Three - Secrets of the Superbrands (Fashion)** https://youtu.be/fd7lfcnlb9c

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
0-06-14-20

Title of Course: Dissertation
Course code: MM 204
Pre-requisite(s): MFM Year 1&2

Course Objectives:

- To give students the opportunity to bring forth the knowledge and perspectives covered in the taught modules upon a specific issue of interest.
- To provide an independent and critical appraisal of an issue, normally involving an empirical analysis of the topic being investigated.
- To show knowledge of the topic investigated, including current research, exercise critical judgement in a competent and scholarly manner, display critical discrimination and a sense of proportion in evaluating evidence and the opinion of others, and illustrate how their analysis has relevance to decision making

Course Description:

- The topic of the dissertation will typically relate to the application of these theoretical principles to an analysis of issues in the student's work or industry environment. It demonstrates a sound understanding of concepts and techniques gained from the programme course work and, where possible, incorporating the learning gained on the work placement.
- The student should show a capacity for original thought and for logical argument, as well as analytical and problem-solving skills and an ability to report conclusions clearly.
- The dissertation consists of an analysis of, and solution, to a significant practical problem or situation in the area of the fashion industry in an actual business situation. Although the dissertation is essentially practical in orientation, the student would be expected to demonstrate her knowledge of the conceptual framework of the problem in a variety of ways such as her approach to the analysis of the problem and the nature of the solutions brought forward.
- There will be series of workshops and tutorials conducted to support the students in this dissertation process. Tutorials with the academic mentor will be scheduled for every week. The following workshops will be conducted:
  - Topic Clarity and Background
  - Research Methodology
  - Data Analysis
  - Findings Analysis and relation to objectives

A detailed report covering all of the above points will be provided to the department at the end of the dissertation.

Learning Outcomes:

- The student should be able to utilize a full range of research skills to arrive at holistic solutions and should utilize specialized skills across a focused area of study.
- After studying this module student should be able to: individually design and conduct research into fashion merchandising areas.
- Demonstrate capacity for critical evaluation and judgment of new knowledge, concepts and evidence form a range of sources to propose a commercially feasible solution for the situation at hand.
- Apply quantitative skills to analyze, interpret and extrapolate market, production and financial data.

Reference Books:

1. Rudestam, Kjell Erik Newton, Rae R(2001) *Surviving your Dissertation: A Comprehensive guide to content and process* Sage Publications, New Delhi
2. Seely, John (2002) *Writing Report* Oxford University Press, New York
3. White, Brian (2004) *Dissertation Skill: For Business and Management Students Thomson*, Australia
4. Writing the Winning Dissertation*: A Step - by -Step Guide Glatthorn, Allan* (1998), Sage Publications, New Delhi

Evaluation Process:

- Course Work: 50% weightage of logs/viva and digital presentation..
- 50% weightage for detailed project report.

SCHOOL OF DESIGN (SOD)

Master of Design (M. Des) - Fashion Merchandising

Academic Curriculum (2015-16 Onwards

Second Year- Spring Semester

L-T-P-C
13-26-65-5

Title of Course: Portfolio Development
Course code: MM 214
Pre-requisite(s): Basics of Visual composition skills and assignments of previous semesters.

Course Objectives:

- The aim of this course is to guide students to create an evidence of their in-depth understanding, knowledge and skills across a number of projects or studies.
- It helps them showcase their learning flexibility in terms of approach, research, product areas and individual choice of Design environment.
- Toguide students to demonstrate their potential, individuality and clarity about their vision.

Course Description:

- **Introduction to Portfolio development process:** Developing a holistic understanding of Portfolio development process. Introduction to different categories of portfolios and their usage (Based on specific requirements).Tips on making an effective and impactful portfolio document. Exploring the best global exemplars.**(5-10-08)**
- **Introduction to e-portfolio platforms**: Introduction to webresources for optimal outreach and accessibility.**(2-4-05)**
- **Short listing assignments/ projects to showcase:** Selection of most successful works along with the experimental studies**(1-4-08)**
- **Restructure and refinement:** Recomposing, refining and editing of existing projects to align them in common visual language.**(1-3-23)**
- **Introduction to mix media visual composition techniques. (1-3-04)**
- **Creative CV writing:** Introduction to professional CV writing. **(1-1-04)**
- **Introduction to analog and digital printing techniques. (1-1-04)**
- **Final compilation and uploading/ printing. (1-0-22)**

Learning Outcomes:

- Exhibitcomprehensiveknowledge of the subject and presenting one's work to a professional standard.
- Demonstrate a strong sense of visual communication.
- Structure the design and research process and record/ document in a comprehensible manner.
- If relevant- Demonstrates appropriate skills and knowledge for the broader context of subject such as textiles, photography and graphics etc.

Reference Books:

- Davies, Hywel. Fashion designers' sketchbooks 2. Hardcover, 2013
- Davies, Hywel. Fashion designers' sketchbooks. Hardcover, 2010
- Kipler, Anna. Fashion Portfolio: Design and Presentation, 2014
- Faerm, Steven. Design your Fashion Portfolio. Paperback. 2012.
- Borcherding, Phyllis. Bubonia, E. Janace. Developing & Branding the Fashion Merchandising Portfolio, Fairchild Books, 2007
- Bailey, Sarah. Baker, Jonathan. Visual Merchandising for Fashion, Fairchildbooks, 2004.
- Atkinson, Mark. How to Create Your Final Collection: A Fashion Student's Handbook, 2012

Evaluation Process:

- **ETE(**End Term Examination)**:**100% weightage. Viva with (Digital&Analog)Portfolio document.

Other Study Material:
Handouts: As indicated by course instructor

Online references:

- www.carbonmade.com
- www.wix.com
- www.dribble.com
- www.bahance.net
- www.coroflot.com
- http://www.bleidu.com/
- http://www.viewbook.com/
- http://cargocollective.com/

Academic Curriculum

(2020-21 Onwards)

BACHELORS OF DESIGN (User Experience Design)

SCHOOL OF DESIGN (SOD)

MODY UNIVERSITY OF SCIENCE AND TECHNOLOGY

First Year -Autumn Semester										
Course Code	Course Title	Contact Hours Per Week			Credits	ETE Duration/Mode	Weightage (%)			
		L	T	P			CW	MTE	PBL	ETE
UX20.101	Sketching & Drawing	1	0	4	3	Jury	50	-	-	50
UX20.111	Fundamentals of Design	2	0	2	3	Jury	50	-	-	50
UX20.121	Introduction to UX Design	3	0	0	3	Jury	50	-	-	50
UX20.131	History of Art & Evolution of Design	4	0	0	4	Jury	50	-	-	50
UX20.141	Introduction to Visual Design	2	0	2	3	Jury	50	-	-	50
UX20.151	Design Communication and Visualizing Ideas	2	0	2	3	Jury	50	-	-	50
UX20.161	Empathy and understanding problems	2	0	2	3	Jury	50	-	-	50
UC 19.101	**Social & Professional Ethics**	**2**	**0**	**0**	**2**	**3**	**10**	**40**	**-**	**50**
	University Elective-1	**3**	**0**	**0**	**3**	**3**	**20**	**-**	**-**	**80**
FS 101	**Proficiency (One Credit, Non Graded)**									
	Total				**27**					

First Year – Spring Semester										
Course Code	Course Title	Contact Hours Per Week			Credits	ETE Duration/Mode	Weightage (%)			
		L	T	P			CW	MTE	PBL	ETE
UX 20. 102	Sketching & drawing Advance	1	0	4	3	Jury	50	-	-	50
UX 20. 112	Visual Design Tools	2	0	2	3	Jury	50	-	-	50
UX 20. 122	Technology in experience design	3	0	2	4	Jury	50	-	-	50
UX 20. 132	UX Design Advance	2	0	2	3	Jury	50	-	-	50
UX 20. 142	Basics of UI Development	2	0	4	4	Jury	50	-	-	50
UX 20. 152	Integrated studio for UX	2	0	4	4	Jury	50	-	-	50
UX 20. 162	Seminar/Colloquium	3	0	0	3	Jury	50	-	-	50
UC 19.102	**Communication Skill**	**2**	**0**	**0**	**2**	**3**	**10**	**40**	**-**	**50**
FS 111	**Proficiency (One Credit, Non Graded)**									
	Total				**26**					

University Elective (CBCS)

The Bhagwad Gita	-	BG 111
Gender Justice & the Law	-	LF 100
Fashion in Everyday Life	-	FD 115
Energy Sources & Sustainable Development	-	ET 18.104
Essential English	-	EL 100
Vedic Knowledge	-	VK 111
Web Designing & Mobile App Development	-	ET-18.102

Title of Course: Sketching & Drawing **L-T-P-C**
Course Code: UX20.101 **1-0-4-3**

Course Objectives:
The course should enable the student to sketch and represent ideas and objects visually from still life or by memory.

Course Description:

Unit 1: Basics of Sketching and Drawing 9 Hours

History of sketching & drawing, Sketching & its types, Drawing & its types, Difference between sketching and drawing, Common drawing media, Basics of drawing - Line, points, squares, circles, triangles, 2d sketching & drawing

Unit 2: Shapes and forms 9 Hours

Creating layout, shape, line & shadows, shine, Overlap, Texture detail, 3D sketching & drawing. Perspective using forms, cuboid, prisms, cones, sphere.

Unit 3: Still and real life sketching 8 Hours

Application learning with still life, real life sketching.

Unit 4: Drawing Techniques 12 Hours

Blind contour drawing, Negative space drawing, One point perspective, Two point perspective, Three point perspective linear perspective, planar analysis and line variations, contours, freehand perspective, line into value., Gesture Drawing, Drawing from a photo, Double image drawing

Unit 5: Drawing human figure 10 Hours

Human Anatomy- Proportion drawing using shapes and drawing human figure composition. John Muir Laws

Learning Outcomes:

- To become familiar with the basic methods, techniques & tools of sketching and drawing
- To take part in a community of artists
- To enjoy the challenging and nuanced process of sketching and drawing
- Developing a working concept of what it means to draw.
- Reinforcing the principles of traditional drawing skills.
- Developing new ways of thinking, seeing, and creating.
- Building confidence through exercises that help you explore different types of mark making.

Reference Books:

1. Keysto drawing - Bert Dodson
2. Sketching the basics - Koos Eissen and Roselien Steur
3. Artist's Drawing Techniques - Dorling Kindersley

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

Title of Course: Fundamentals of Design **L-T-P-C**
Course Code: UX 20.111 **2-0-2-3**

Course Objectives:
The course should enable the student to understand and apply principals of design

Course Description:

Unit 1: Elements of Design 3 Hours

Introduction to design, Color and its attributes, line, shape including categories texture, space, form.

Unit 2: Design Action Model and Principles of Design 6 Hours

7 Stage model of action cycle for design tools, Unity, harmony and methods, balance and its types, hierarchy, Scale/proportion, dominance/emphasis, rhythm, similarity and contrast

Unit 3: Laws of Design 8 Hours

Gastalt's principle – 1, Hick's law, The Pareto principle - 80/20 rule, The rule of thirds, Proximity, Feedback, Fitts' law, The golden ratio, Occam's razor, Fibonacci sequence, Mental models, emotional design, Composition of Design

Unit 4: Designing for people 6 Hours

Understanding people's psychology and Behaviour, Famous Case studies on people centric design, Things to remember when designing for people

Unit 5: Project Work 25 Hours

Project work on fundamentals of design

Learning Outcomes:

- Be able to understand elements and principles of design
- Able to grasp stage model of action cycle
- Be able to understand design laws and their importance in design field
- To comprehend various rules of composition of design
- To gain hands-on experience of fundamentals of design

Reference Books: -

1. Universal principles of Design - William Lidwell, Kritina Holden, Jill Butler
2. Design of Everyday life – Don Norman
3. Universal methods of design – Brushanignton
4. Hundred things every designer needs to know about people – Susan Weins Chenk

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

Title of Course: Introduction to UX Design **L-T-P-C**
Course Code: UX 20.121 **3-0-0-3**

Course Objectives:
The course should enable the student to understand how UX evolved and works

Course Description:

Unit 1: Evolution of UX Design 4 Hours

Understand the evolution of UX design as an industry practice and learning about UX industry experts, Design around us, Job roles and responsibilities in the UX industry

Unit 2: Processes and Methodologies 6 Hours

Understanding UX design processes and methodologies – user centered design, 5S model

Unit 3: Tools and Technology in UX Design 6 Hours

Tools, prototype, Industry standards, Technology, NFC, Chatbot, Siri

Unit 4: Multiple Domains and Trends in UX Design 6 Hours

UX industry trends in various sectors

Unit 5: Project 27 Hours

Project on UX design process and industry trends

Learning Outcomes:

- To understand the concept of UX design and how it has evolved
- Able to understand UX design process and methodology
- Able to understand how UX industry works
- To know the job, roles and responsibilities in UX industry
- To understand the importance of UX in digitalization and different types of industries

Reference Books:

1. Designing for Digital Age: How to create human-centered products and services- Kim Goodwin
2. Sketching the User experiences - Bill Buxton
3. The design of everyday things - Don Norman
4. The elements of user experience - Jesse James Garrett

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

Title of Course: History of Art & Evolution of Design **L-T-P-C**
Course Code: UX 20.131 **4-0-0-4**

Course Objectives:
The course should enable the student to understand art forms in history

Course Description:

Unit 1: Art Forms in history **6 Hours**

Understanding history of different art forms – modern art, contemporary art, classical art, renaissance art

Unit 2: Historical interpretation of art **8 Hours**

Art appreciation and historical interpretation of art in its cultural contexts.

Unit 3: Evolution of design in everyday things **8 Hours**

Understanding the evolution in design through forms and everyday things.

Unit 4: Paradigm Shift in Design from 19th century to modern time **8 Hours**

Journey of design across in the 19th century to modern times.

Unit5: Project **35 Hours**

Project submission on history of Art & design

Learning Outcomes:

- Get to know art forms in history
- To understand art in cultural context
- Able to comprehend evolution in Design and UX
- To envisage the paradigm shift in design as per the various technology changes

Reference Books:

1. The story of the Art - Ernst Gombrich
2. Gardner's Art Through the Ages - Helen Gardner
3. Design by Evolution: Advances in Evolutionary Design - Luigi C.Barone

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

Title of Course: Introduction to Visual Design **L-T-P-C**
Course Code: UX 20.141 **2-0-2-3**

Course Objectives:
The course should enable the student to sketch and represent ideas and objects visually from still life or by memory virtually
Course Description:

Unit 1: Basic elements of visual design **4hours**

Introduction to basic elements of visual design – detailed study of color, color wheel, visual hierarchy, legibility and readability, grid, layout

Unit2: Typography **6hours**

What is typography, Typefaces history and study, Types of fonts - serif and non-serif, Font anatomy, Importance of Typography in modern age UI design, Usage of type for print vs digital, Latest Trends in Typography

Unit3: Iconography **6hours**

What is iconography, visualization of icons, industry standards and specifications for iconography, designing for various form factors, trends in iconography, User perception about iconography

Unit 4: Introduction to Visual Tools **4hours**

Introduction to visual design tools including lab session on elements of visual design and tools

Unit 5: Project work **27hours**

Project work in tools & elements of visual design

Learning Outcomes:

- To understand the elements of visual design
- To master the creation of page layouts
- To Obtain and working knowledge of visual design tools
- To comprehend the application of elements and tools of visual design

Reference Books:

1. Graphic Design The New Basics - Ellen Lupton and Jennifer Cole Phillips
2. The Visual Miscellaneum - David Mc Candless

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Title of Course: Design Communication & Visualizing Ideas **L-T-P-C**
Course Code: UX 20.151 **2-0-2-3**

Course Description:

Unit 1: Visualization techniques **4 Hours**

Learning visualization techniques through - visual identity design, metamorphism visualization techniques

Unit 2: Ideation Methods **4Hours**

Brainstorming and mind mapping.

Unit 3: InformationVisualization **6 Hours**

Information visualization through infographics and designing brand communication.

Unit 4: Communicating Design Ideas **6 Hours**

Documenting and communicating design ideas through presentations, role play and group activities.

Unit5: Project **27 Hours**

Project in design communication and visualization

Learning Outcomes:

- Get to know different visualization techniques
- To learn to generate new ideas
- To grasp the methods of presenting complex information visually
- To comprehend and effectively communicate the design ideas
- To apprehend the application of design communication and visualization

Reference Books:

1. Cool Infographics: Effective Communication with Data Visualization and Design – Randy Krum
2. Information Visualization: Perception for Design - ColinWare

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Title of Course: Empathy & Understanding Problems **L-T-P-C**
Course Code: UX 20.161 **2-0-2-3**

Course Objectives:
To understand and apply the concept of empathy and empathizing with users effectively

Course Description:

Unit 1: Introduction to Empathy 4 Hours

What is Empathy, Learn how to understand users & their problems, techniques to empathize with users and identify key user problems.

Unit 2: Analyzing facts from Empathy to Dig Deeper 4 Hours

Learn how to gain insights from empathy and define problems statements

Unit 3: Empathy Tools and Techniques 6 Hours

Empathy tools – techniques for getting empathy insights through interviews

Unit 4: Application of Empathy in design 6 Hours

Empathy maps, emotional mapping, observation, field study with actual users

Unit5: Project 27 Hours

Project submissions empathy mapping

Learning Outcomes:

- To understand the concept of empathy and empathizing with users effectively
- Discern the facts after dully analyzing the information received from the user
- To learn how to define the problem on the basis of facts
- To grasp various empathy techniques and tools
- To practice various tools to comprehend root cause of the problem leading to correct definition

Reference Book:

1. Empathy: Why it matters, how to get it - Roman Kizanie
2. The Art of Empathy: A complete Guide to life's most essential skill - Karla McLaren

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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UC 19.101	Social and Professional Ethics	Total Lectures: 26
		2-0-0-2

Objective:	To create an awareness on professional ethics and human values, To instill moral and social values and loyalty and to appreciate the rights of others.
Pre-requisite:	

1.	**Basic Human Values:** Morals, Values and Ethics – Truth, Rights Conduct (Righteousness), Love, non-violence and peace, Humility and character. Core areas of ethics: Social ethics, Personal ethics Integrity and Trustworthiness, Honesty, Loyalty, Courage, Prudence, Confidence, Confidentiality.	**[5]**
2.	**Theories of Ethics:** Kohlberg and Gilligan's analysis of moral development, - Deontology, Utilitarianism, Virtue Theory Rights Theory, Casuist Theory of Consequentialism – Robert Nozick's Theory of Entitlement and Property Rights.	**[4]**
3.	**Professional Ethics:** Introduction, meaning of work ethics, professional ethics for Journalists, Physicians, Lawyers, Engineers and Accountants. Intellectual property Rights, scope of ethics, code of conduct, business values and inner consciousness, Ethics at the workplace cybercrime, plagiarism, misconduct, fraudulent use of institutional resources, etc.	**[7]**
4.	**Corporate Social Responsibility:** Evolution of Corporate Social Responsibility (CSR) in India, CSR models, CSR to different stakeholders, Corporate Social Responsibility Initiatives of Major Companies of India, Promoting value based governance in organization. Whistle blower policy.	**[6]**
5.	**Ethics and Environment:** Introduction to environmental Issues- Industry and Environmental Pollution, Ethics of Controlling environmental pollution – Impact of environmental pollution on human health – Rights, Duties and care in environmental protection - Sustainable development.	**[4]**

Outcome:	The students will understand the basic perception of profession, professional ethics, various moral issues and uses of ethical theories.
Text Books:	1. B.N Ghosh "Business Ethics and Corporate Governance", McGraw Hill Education, Chennai, 2016
	2. John R Boatright, "Ethics And The Conduct Of Business", Pearson Education, New Delhi, 2013.
Reference Books:	1. Raju Ramachandran, "Professional Ethics: Changing Profession and Changing Ethics", LexisNexis, Butterworths, 2nd Edition 2014.
	2. Andrew Crane and Dirk Matten, "Business Ethics", Oxford University Press, 2nd Edition, 2015.
	3. S.K Mandal "Ethics in Business and Corporate Governance" McGraw Hill Education, New Delhi, 2013.
	4. R. Subramanian "Professional Ethics", Oxford University Press, 2015.

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Title of Course: Sketching & Drawing Advance **L-T-P-C**
Course Code: UX 20.102 **1-0-4-3**

Course Objectives:
The course should enable the student to sketch and represent ideas and objects visually from still life or by memory.

Course Description:

Unit 1: Exploring mediums 4 Hours

Exploring color mediums like colored papers, color pencils, chalk, charcoal, ink etc.

Unit 2: Perspectives in Sketching and drawing 6 Hours

One point perspective, Two point perspective, Three point perspective, lettering, typo and Calligraphy

Unit 3: Illusions and human anatomy 6Hours

Creating tessellation, Human anatomy, Print making, drawing – anatomy, storyboarding, illustration, painting

Unit 4: Real Life sketching 4 Hours

Application learning with still life, real life sketching, still life, nature

Unit5: Project 27 Hours

Advanced Project on sketching & drawing

Learning Outcomes:

- Draw from objects out of your head
- Understand the fundamentals of art
- Draw the human face and figure
- Draw realistic light and shadow
- Draw perspective drawings

Reference Book:

1. Advanced Drawing Skills: A Course in Artistic Excellence - Barrington Barber
2. How to Sketch - LironYanconsky
3. The new drawing on the right side of the brain - BettyEdwards
4. The natural way to draw - KimonNicolaides

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Title of Course: Visual Design Tools **L-T-P-C**
Course Code: UX 20.112 **2-0-2-3**

Course Objectives:

To understand elements design vector artwork, to understand to implement useful keyboard shortcuts, to comprehend illustrator the way a professional would use it.

Course Description:

Unit1: Photoshop 4 Hours

Photoshop – Interface & Workspace, Modifying workspace, tools and layers, blending options

Unit 2: Photoshop Continued 6 Hours

Photoshop – layer effect filters, Image editing and enhancing, mixing, layer masking, External Plug-ins

Unit3: Illustrator 4 Hours

Illustrator - Interface & Workspace, Modifying workspace, tools and layers, blending options

Unit 4: Illustrator Continued 6 Hours

Illustrator – working with vectors, object libraries, layer effect filters, Image editing and enhancing, mixing, layer masking, drawing, External Plug-ins

Unit5: Project 27 Hours

Lab work on visual design tools, Project on visual design tools

Learning Outcomes:

- Be able to Design vector art work
- Able to prepare graphics for web and print
- To implement useful keyboard shortcuts
- Learn illustrator the way a professional would use it
- Practice everything you learn during the course

Reference Book:

1. The Adobe Photoshop CC Book for Digital Photographers - Scott Kelby
2. Adobe Illustrator CC Classroom in a Book (2017release) - BrianWood

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Title of Course: Technology in experience design **L-T-P-C**
Course Code: UX 20.122 **3-0-2-4**

Course Objectives:
The course should enable the student to understand the use of technology in latest UX developments

Course Description:

Unit 1: Technology for digital experience 9 Hours

Understanding technology for digital experience and product ecosystems – form factors, operating systems, wifi, Bluetooth, sensors and other hardware components.

Unit 2: Technological feasibility and viability 6 Hours

Understanding technological feasibility and viability. Technology constraints on design.

Unit 3:FuturisticTechnologies 9Hours

Learning about futuristic technologies and their implementation in design, Wearable medical devices

Unit 4: Futuristic Technologies Continued 6 Hours

Details of Internet of Things, Augmented reality and virtual reality, ATM, KIOSK

Unit 5:Research Project 35 Hours

Research project on upcoming technologies and defining product ecosystems and constraints of key technologies

Learning Outcomes:

- Get to know futuristic technologies and their implementation in design
- Able to comprehend technology constraints on design
- To Understand technology for digital experience and product ecosystems
- Research project in design using latest technology

Reference Books:

1. Emotions, technology and design - Sharon Y.Tettegah
2. Augmented Reality: Principles and Practice - DieterSchmalstieg
3. Augmented Reality: An emerging technologies guide and Joseph Rampolla - Gregory Kipper

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Title of Course: UX Design Advance **L-T-P-C**
Course Code: UX 20.132 **2-0-2-3**

Course Objectives:
The course should enable the student to comprehend and make an UX Project

Course Description:

Unit 1:UX methodologies **4 Hours**

Deep-dive in UX methodologies

Unit 2: Case Studies **6 Hours**

Case studies in UX design

Unit 3: Heuristic evaluation **6 Hours**

Heuristic evaluation

Unit 4: Product UX Lifecycle **4 Hours**

Understanding product UX lifecycle.

Unit5: Project **27 Hours**

Project on UX design

Learning Outcomes:

- To be able to understand how UX works in different sectors
- Capable of comprehending real scenario in digital industries and understand effectiveness of UXdesign
- To comprehend evaluation method and benefits in project
- Able to document and present evaluation data effectively

Reference Books:

1. 100 things every designer needs to know about people - SusanWeinschenk
2. Don't make me think - SteveKrug
3. The UXBook - Rex Hartson and PardhaPyla

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Title of Course: Basics of UI Development **L-T-P-C**
Course Code: UX 20.142 **2-0-4-4**

Course Objectives:
The course should enable the student make website UI

Course Description:

Unit 1: Basic Development 6 Hours

Learning front-end development technologies – HTML, Css, JavaScript, JQuery.

Unit 2: HTML Pages 9 Hours

Structure of HTML Page, Mandatory tags in html page (html, head, body).

Unit3: CSS 9 Hours

What is CSS, Different ways of applying CSS for elements, and priority chain of CSS.

Unit4: Attributes 6 Hours

Heading tags (H1…H6), Tags and attributes (Class, Id, style etc.). Inline and block level elements

Unit5: Project 45 Hours

Project and lab in front-end-development

Learning Outcomes:

- To understand the basic structure of the webpage
- To learn the basic concepts of HTML and CSS
- To learn CSS' role in creating user interfaces for mobiles and websites
- A deeper understanding of the DOM (document object model) and how CSS interacts with it.

Reference Books:

1. Responsive web design with HTML 5 andCSS3 - BenFrain
2. CSS mastery: Advance web standards Solutions - AndyBudd
3. HTML and CSS: Design and Build Websites - JonDuckett

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Title of Course: Integrated Studio for UX **L-T-P-C**
Course Code: UX 20.152 **2-0-4-4**

Course Objectives:
The course should enable the student to apply the concepts of UX design to the live problem of organization.

Pre-requisite:

Course Description:

Unit:

- Project on UX design implementation with industry relevant problem statement.

Learning Outcomes:

- Able to effectively apply the concepts of UX design to the live problem of organization.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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Course Objectives: To be able to make a well-researched project and design a digital solution for the same.
Pre-requisite:

Title of Course: Seminar/Colloquium **L-T-P-C**
3-0-0-3

Course Code: UX 20.162

Course Outcome:

- The students will be able to identify a problem in a specific field and define a problem statement.
- The student will be able to put together data on theoretical bases for statistical analyses of results from primary and secondary research.
- Define the logical and philosophical bases of empirical research
- Must be able to outline the methods of measurement of mental properties of users, including various social situations, and of identification of principles governing mental processes.
- The student is able to find, analyze, evaluate, select, and integrate information using various sources on the basis of critical judgments, analysis, and understanding of the current system and competition.
- They will formulate research questions and hypotheses, and operationalize them.
- They will create a research plan adequate to the research question and presents research questions with statistical concepts and translates them to hypotheses, which will be verified using appropriate methods of statistical inference. Must use advanced research skills encompassing the construction of research tools and conducting experiments, which allow for solving complex problems in various fields of research.
- Must be able to define and conceptualize a possible digital solution for the problem statement and then define the stages while designing it.
- Should have a complete project designed which should be practical and possible.

Evaluation Process:

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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UC 19.102	Communication Skills	Total Lectures: 26
		2-0-0-2

Objective:	This Course aims to develop and enhance the linguistic and communicative competence of the students. The students will be exposed to various forms of personal and professional communication. The self-learning tasks designed will facilitate to enhance effective communication skills.	
Pre-requisite:		
1.	**Introduction to Communication:** Need for Effective Communication, The Process of Communication, Use of language in communication; Barriers to Communication: Types of barriers (Semantic, Intrapersonal, Interpersonal, And Organizational); Miscommunication; Noise; Overcoming measures. **Technology-based Communication:** Netiquettes: effective e-mail messages; power-point presentation; enhancing editing skills using computer software.	[5]
2.	**Listening and Reading Skills :** Listening as an active skill; Types of Listeners; Listening for general content; Listening to fill up information; Intensive Listening; Listening for specific information; Developing effective listening skills; Barriers to effective listening skills. **Reading Skills**: Previewing techniques; Skimming; Scanning; Understanding the gist of an argument; Identifying the topic sentence; recognizing coherence and sequencing of sentences; Improving comprehension skills.	[6]
3.	**Writing Skills**: Sentence formation; Use of appropriate diction; Paragraph and Essay Writing; Coherence and Cohesion.Common Errors. **Letter Writing:** Formal, informal and demi-official letters; **Job Application:** Cover letter, Differences between bio-data, CV and Resume. **Report Writing**: Basics of Report Writing; Structure of a report; Types of reports.	[6]
4.	**Non-verbal Communication and Body Language:** Forms of non-verbal communication; Interpreting body-language cues; Kinesics; Proxemics; Chronemics; Effective use of body language.	[3]
5.	**Interview Skills:** Types of Interviews; Ensuring success in job interviews; Appropriate use of non-verbal communication. **Group Discussion:** Differences between group discussion and debate; Ensuring success in group discussions. **Presentation Skills:** Oral presentation and public speaking skills.	[6]

Outcome:	The students would hone the skills of reading, writing, listening, and speaking and become adept at communicating in the current modern context.
Text Books:	3. Raman, M., & Singh, P. (2017). Business Communication (2nd edition.). New Delhi: Oxford University Press.
	4. Lesikar, Raymond V and Marie E. Flatley. Basic Business Communication: Skills for Empowering the Internet Generation: Ninth Edition. New Delhi: Tata McGraw-Hill,
Reference Books:	1. Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited
	2. Bonet, Diana. The Business of Listening: Third Edition. New Delhi: Viva Books, 2004.

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