॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

"ज्ञानतीर्थ" परिसर, विष्णुपूरी, नांदेड - ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED

"Dnyanteerth", Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

ACADEMIC (1-BOARD OF STUDIES) SECTION

| Phone: (02462) 229542 | Website: www.srtmun.ac.in | E-mail: bos.srtmun@gmail.com |
| Fax : (02462) 229574 | | |

संलग्नित महाविद्यालयात चालणारा आंतर–विद्याशाखेतील **Master of Vocational (Fashion Technology)** या विषयाचा अभ्यासक्रम शैक्षणिक २०२०-२१ पासून लागू करण्याबाबत .

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, फॅशन या तदर्थ, अभ्यासमंडळाने दिनांक ०८ मार्च २०२१ रोजीच्या ऑन लाइन बैठकीत शिफारस केल्यानुसार मा.कुलगुरू महोदयांनी मा. विद्यापरिषदच्या आधिन राहून Master of Vocational (Fashion Technology) या अभ्यासक्रमास मान्यता दिली असून शैक्षणिक वर्ष २०२०—२१ पासून लागू करण्यात येत आहे.

M. Voc. Fashion Technology.   (I & II, year)

सदरील परिपत्रक प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहे. तरी ही बाब सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड — ४३१ ६०६.
जा.क्र.: शैक्षणिक—०१/परिपत्रक/एम. व्होक./२०२०—२१/३०२३
दिनांक : २३.०३.२०२१.

स्वाक्षरित/—
सहा.कुलसचिव
शैक्षणिक (१—अभ्यासमंडळ) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :
१) मा.अधिष्ठाता, आंतर—विद्याशाखा, प्रस्तुत विद्यापीठ.
२) मा.सहयोगी अधिष्ठाता, आंतर—विद्याशाखा, प्रस्तुत विद्यापीठ.
३) मा.कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
४) मा.संचालक, परीक्षा व मुल्यमापन मंडळ, यांचे कार्यालय, प्रस्तुत विद्यापीठ.
५) मा. प्राचार्य, संबंधित महाविद्याल, प्रस्तुत विद्यापीठ.
६) मा.प्राचार्य, संबंधित महाविद्यालय, प्रस्तुत विद्यापीठ.
७) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ, सदरील परिपत्रक विद्यापीठाच्या संकेत स्थळावर प्रकाशित करावे.

SWAMI RAMANAND TEERTH MATATHAWADA

UNIVERSITY, NANDED.

Syllabus

M.VOC. Fashion Technology

With effect from June 2020-21

Semester	Course Code	Skill Subjects	Credits	Th	Pr	Int
Sem. - I		Fashion Retail Management(TH)	4	75		25
		Visual Merchandising (TH)	4	75		25
		Visual Merchandising (PR)	6		100	50
		Digital Designing (PR)	6		100	50
		Introduction to Couture (PR)	6		100	50
	Elective Papers (Choose any 1)	Accessories Designing (Pr)	4		75	25
		Fashion Art & Illustration (PR)	4		75	25
		TOTAL	**30**	**150**	**375**	**225**
Sem. – II		Fashion & Luxury Brand Management (TH)	4	75		25
		Entrepreneurship development (TH)	4	75		25
		Advance Transformational Reconstruction (PR)	6		100	50
		Reprocess Designing & Construction (PR)	6		100	50
		Indian Folk Art (PR)	6		100	50
	Elective Papers (Choose any 1)	Fabric Embellishment (PR)	4		75	25
		Surface Ornamentation (PR)	4		75	25
		TOTAL	**30**	**150**	**375**	**225**
Sem. – III		Merchandising (TH)	4	75		25
		Fashion Forecasting (TH)	4	75		25
		Costume Stylization (PR)	6		100	50
		Pattern Layout (PR)	6		100	50
		Avant Garde Design Collection (PR)	6		100	50
	Elective Papers (Choose any 1)	Dyeing & Printing (PR)	4		75	25
		Recycling Denim (PR)	4		75	25
		TOTAL	**30**	**150**	**375**	**225**
Sem. - IV		Research Methodology (Th)	**4**	**75**		**25**
		Design Process (PR)	**6**		**100**	**50**
		Internship Project Work	**20**		**400**	**100**
		TOTAL	**30**	**75**	**500**	**175**
		GRAND TOTAL	**120**	**525**	**1625**	**850**

FASHION RETAIL MANAGEMENT (TH)

Unit	Topic
I	**Introduction:** • Meaning, • Functions, • Type-Organize & Unorganized Theories, • Retail channels
II	**Concept of Merchandising-** • Marketing, • Human Resource, • Customer Relationship, • Supply Chain Management.
III	**Retail Strategy-** • The target market, • Sustainable Competitive Advantage. **Growth Strategies of Reatiling-** • Market Penetration, • Market Exapansion, • Classification & categories
IV	**Reatail Buying behavior & process-** • Merchandise Planning, • assortment planning, • actual buying & Rearrangement, • Vendor Selection.
V	**Costing & Pricing-** • Strategies, • Type **Fashion Retail Market-** • Indian & Global Scenario

Learning Outcome:

- Student will be able to portray the knowledge of retail Management at the level of national & Global Fashion Business.
- They will be able to evaluate the performance of different fashion retailers with a particular focus on how they meet the needs & wants of their customers at different market levels.

VISUAL MERCHANDISING (TH)

Unit	Topic
I	**Introduction to Retail Industry** • Meaning • Origin & Progression of Visual Merchandising
II	**Types Retail Format**
III	**Introduction to visual merchandising:** • Origin & Progression of Visual Merchandising • Status Of Visual Merchandising In India, Sale Steps.
IV	**Visual Merchandising a Dynamic Career** • Structure of visual Merchandising Department • Regional Visual Merchandiser
V	**Signage's and Graphics** • Types of Signage
VI	**Circulate Plan and store Layout** • Meaning of Circulation Plan • Rule of circulation Plan • Types Circulation Plan **Store layout** • Angle & Sightline • Cash Counter Area • Rear Area **Planogram & Merchandising Presentation**

Learning Outcome:

- Student will be able to understand about the how to manage attractive store look.
- They will be learn about how to do effective window display and they also do the as a visual merchandiser job in any brand store.

VISUAL MERCHANDISING (PR)

Unit	Topic
I	**Theme Wise Displays- (3 in a year)**
	• Inspiration Board
	• Mood Board
	• Color Board
	• Story Board
	• Designs
	• Making A Computerized Project On Display

Learning Outcome:

- Student will be able to understand about the how to manage attractive store look.
- They will be learn about how to do effective window display and they also do the as a visual merchandiser job in any brand store.

DIGITAL DESIGNING (PR)

Unit	Topic
I	**Adobe Photoshop-** • Fundamental Tools And Techniques Of Software
II	**Coral Draw-** • Motifs Designing, • Dress Designing, • Inspiration and Color Board, • Mood Board,

Learning Outcome:

- Students will be able to work on dedicated software.
- They will be able to project their ideas through the use of latest technology in an effective way

INTRODUCTION TO COUTURE (PR)

Unit	Topic
I	**Society and Clothing –** • Culture and Society, • Dress Among Society
II	**Types of Collection-** • Ready to Wear, • Houte Couture, • Cap Sale Collection, • Resort Wear And Active Wear
III	**Designing Development After The Identification Of A Particular Society And Its Way Of Dressing**
IV	**Demographic Trends-** • Effect of Age, • Income, • Social Class • Economics Status And Ethnicity And Couture.
V	**Dress and Technology-** • Designing A Couture Range With Help Of Different Sewing Technique.

Designing A Couture Range with Help Of Different Sewing Technique

Learning Outcome:

- Student will be able to understand global platform of fashion.
- They will be design collection by using different fabrics techniques.

ACCESSORIES DESIGNING (PR)

Unit	Topic
I	**Jewellery** • Earring • Necklaces • Finger Ring • Nose Rings Make a product of any one
	Hair & Head Accessories • Hair Clips • Mangtika • Hair Belts • Hats • Caps
	Waist Accessories • Waist Belts
	Bags • Hand Bags • Sports Bags • Sling Bag • Clutch • Purse

Learning Outcome:

- Student will be able to understand about Fashion Accessories.
- They can Create New style Accessories.

FASHION ART & ILLUSTRATION (PR)

Unit	Topic
I	**List Out of the Illustrator** • Research on stylist template illustration
II	**Case study -** • Types of illustrator • Understand their style of draw • Try to Illustrate Template,
III	**Create own style**

Learning Outcome:

• Students will learn about the style of illustration to create their own style.

SEMESTER - II

FASHION AND LUXURY BRAND MANAGEMENT (TH)

Unit	Topic
I	**Fundamental of Fashion Brands-** • Concept of Fashion Brand Equity • Awareness, Identify, Image, Elements, Personality and Positing
II	**Fashion Brand Extension-** • Pros and Cons of Brand Extension • Categories Related Extension • Image Related Extension
III	**Fashion Brand Equity-** • Quantitative Qualitative Methods • Brand Equity Measurement System • Brand Valuation
IV	**Fashion Brand-** • Fashion Brand-National Brand, International Brands, Designer Brand (Any 5) • How to Build Brand • Luxury Fashion Brand

Learning Outcome:

- Identify the fashion brand.
- Awareness about the brand.

ENTREPRENEURSHIP DEVELOPMENT (TH)

Unit	Topic
I	**Entrepreneurship-** • Concept, • Innovation, • Type, • Process, • Management Skills, • Important and Economic Development
II	**Funds-** • Sources Eco System, • Ownership • Types of Company
III	**Small Scale Industry and Government Schemes -** • Growth of Small Scale Industry's In Developing Countries • Role of Small Scale Industry in The National Economy • Characteristics and Types of Small Scale Industry
IV	**Project Planning and Formulation and Control-** • Planning Identification and Formulation • Evaluation • Analysis • Laws Concerning Entrepreneur
V	**Women Entrepreneurship-** • Meaning Characteristics • Features • Problems of Women Entrepreneurship • Government Scheme

Learning Outcome:

- Students will be able to plan and the organize the daily running of business
- They will be able to ensure that the business, theories and develop

ADVANCE TRANSFORMATIONAL RECONTRUCTION (PR)

Unit	Topic
I	**TR methods-** • Understand the TR method • Makes a new designs
II	**Create Designing-** • Create a final garment

Learning Outcome:

• Students will be able to understand new dart transforming method
• They will be able to make creative designer

REPROCESS DESIGNING AND CONSTRUCTION (PR)

Unit	Topic
I	**Introduction to reprocesses method** • Methods of reprocess • Collect the old or wastage garments and make a new designs
II	**Project according to Theme -** • Final product with Presentation

Learning Outcome:

• Students will be able to understand wastage fabric utilization reprocessing method

INDIAN FOLK ART (PR)

Unit	Topic
I	**Make State Wise Folk Paintings & Implementation on Designing as a Theme**
	• Warli Painting
	• Madhubani Painting
	• Kalamkari Painting
	• Phad Painting
	• Pata Painting
	• Mugulu
	• Mandhana
	• Pattachitra Paintings
II	**Make a Article of any one**

Learning Outcome:

- Students Will Be Able to Understand the Traditional Paintings of India
- They Will Be Able to Learn How They Can Implement These Paintings in Designing.

FABRIC EMBELLISHMENTS (PR)

Unit	Topic
I	**Make a Sample of Following**
	• Quilting
	• Applique
	• Patch work
	• Trimming
	• Lace work
	• Ari work
	• Bead work
	• Ribbon work
	• Knotting Work
II	**Make a Article of any one**

Learning Outcome:

• Students Will be Able to learn different types of Fabrics Embellishments & its utilization in designing.

SURFACE ORNAMENTATION

Unit	Topic
I	**Designing of Embroidery Designs**
II	**Design Tracing**
III	**Make article of following (any 3)**
	• Kurti
	• Skirt
	• Blouse
	• Jacket
	• Dupatta
	• Kaftan

Learning Outcome:

- Students will be Able to learn designing & tracing on garments.

SEMESTER - III

MERCHANDISING (TH)

Unit	Topic
I	**Fashion Buyers Duties & Responsibilities**
II	**Responsibilities of Merchandisers** Internal & external communication, Sampling, Labdips, Accessories &Trims, preparing internal order sheets, preparing Purchase orders, Advising assisting production, Advising quality department about quality level, Responsibility for inspections, Following Shipment.
III	**Production Technology** • Pressing Technology • Cutting Technology • Buying Process • Selling Process • Planning • Retail Pricing
IV	**Costing**

FASHION FORECASTING (PR)

Unit	Topic
I	**Introduction of Fashion Forecasting-** • What Is Fashion? • What Is Fashion Forecasting? • What Does the Forecasting Do? • The Precision of the Forecast
II	**Other Industry Use the Forecasting Process-** • The Fashion Industry's Components • The Fashion Industry's Structure • Secondary Market • The Tertiary Level
III	**The Fashion Timetable-** • The Merchants Cause • The Merchants Effect • Information Network • The Selling Strategy • The Forecaster In A Quagmire
IV	**The Fashion Forecasting Process the Starts With Research-** • Checkpoint- The Primary Sources • Checkpoint- The Secondary Sources • Checkpoint- The Tertiary Sources • Checkpoint-Tracking Sales • Checkpoint- Competition • Checkpoint- Demographics • Checkpoint- Values and Lifestyle • Checkpoint- Development The Eye • Checkpoint- Publication • Checkpoint- Forecasting Services • Checkpoint- A Plethora of Influences
V	**Types of Creative Fashion Presentation-** • Continuous Informal Modeling • Still – Life Tableau • In- Fashion Show • In – House Theaters • Market Week Fashion

Learning Outcome:

- Students Will Be Able to Understand the Process of Fashion Forecasting
- They Will Be Able to Learn About the New Trend Survey

COSTUME STYLIZATION (PR)

Unit	Topic
I	**Designing According To Following Mood**
	• Halloween
	• Mythological
	• Western
	• Contemporary
	• Retro
	• Pop-Art
	• Historical Period

Learning Outcome:

- Students will be able to Design costume according to different situation.
- Students will get knowledge about how to styling costume according to personality.

PATTERN LAYOUT (PR)

Unit	Topic
I	**Design & Draft on the Following Themes. & Make a layout of Fabric**
	Kids Wear • Party wear Frock • Casual Wear • Picnic wear
	Women's Wear • Lehanga Choli • One Piece Dress • Casual Wear
	Men's Wear • Office Wear • Casual Wear • Any type of Jacket Dress

Learning Outcome:

• Students will be able to understand Pattern Layout with Different Pattern dresses.

AVANT GARDE (PR)

Unit	Topic
I	Make 6 sketches of Avant-Garde designs on any theme & create a Avant-garde designs.
II	- Inspiration Board - Mood Board - Theme Board - Final Product

Learning Outcome:

- Students will be able to Learn avant-garde designs & its production process.

DYEING & PRINTING (PR)

Unit	Topic
I	**Different Methods of Dyeing & Printing**
	Types of Printing Methods: Stencil Printing Block printing Batik printing Digital printing **Make an Article with any Print**
	Types of Dyeing Methods: Groovy Swirls Stripes Polka Dots Chevron Laheria

Learning Outcome:

- Students Can get knowledge about Different types of printing & dyeing methods.

RECYCLING DENIM (PR)

Unit	Topic
I	**Making Article by Using Old Denims**
	• Door Mat
	• Hand Bags
	• Footwear
	• Jewellery
	• Cushion cover
	Types of Kits • Machine Kit • Traveling Kit • Makeup Kit
	Types of Garments • Skirt • Jumpsuit • One-piece • Jacket

Learning Outcome:

• Students can get knowledge about how to make new things from waste denim material.

SEMESTER – IV

RESEARCH METHODOLOGY (TH)

Unit	Topic
I	Meaning and significance of research in management, different approaches to research-scientific method and non scientific methods, types of research.
II	Formulation of research problem, defining research problem, generating research hypothesis, research process, research design, classification of research designs, need for research design, features of good research design, research proposal.
III	Sampling techniques: Steps in sampling, types of sample design – probability and non probability sampling designs, size of sample, sampling errors, concept of measurements and scaling, scaling techniques, characteristics of sound management.
IV	Sources of data: Primary v/s secondary data, sources of primary data – observation, interview method, survey method, questionnaire construction and design.
V	Analysis of the data, comprehension of the analysis, findings and suggestions of the research.
VI	Measures of central tendency, measures of variation, measures of dispersion , test of randomness, Hypothesis testing: Null and alternative hypothesis, level of significance, one and two sample tests, Statistical packages.
VII	Report writing: Types of reports, objectives and function of report- formal and informal, report writing process, target audience, pre-research proposals, progress reports, final reports, guidelines for effective writing, research report format, presentation of a report, persuasive nature for effective writing, reports for decision making, technical proposal.

Learning Outcome:

- To familiarize students with the various types of research, data collection & analysis of research.

DESIGN PROCESS (TH)

Learning Outcome:

To make students understand the importance of portfolios and presentations.

To impart skills for portfolio presentations.

Unit	Topic
I	Introduction to portfolio
II	Presentation formats: Inspiration/mood board, colour, board, swatch board, client board and figure boards – different styles of presentation of each kind of board.
III	Different techniques of drawing flats from croqui and body silhouettes, knit flats and free hand flats, Illustrative and Production flats, Specs- Generation of spec sheets.
IV	Presentation boards: Men‟s wear, Women‟s wear, Children‟s wearwith accessories.
V	Compilation & Presentation of a Portfolio.

INTERNSHIP PROJECT WORK

Students have to undertake project in the relevant areas of apparel manufacturing. At the end of the third semester, students have to submit the project proposal for approval. The project work shall be carried out during the IV Semester either in the Department or at an approved industry / organization under the supervision of the guide. Three copies of the project reports are to be submitted to the Department through the guide before the commencement of IV Semester examination.