॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड
'ज्ञानतीर्थ', विष्णुपुरी, नांदेड – ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED
'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA
Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with'B++' grade

| Fax : (02462) 215572 | **Academic-1 (BOS) Section** | website: srtmun.ac.in |
| Phone: (02462)215542 | | E-mail: bos@srtmun.ac.in |

आंतरविद्याशाखीय अभ्यास विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण २०२०च्या अनुषंगाने शैक्षणिक वर्ष २०२३–२४ पासून पद्व्युत्तर प्रथम वर्षाच्या लागू करणेबाबत.

परिपत्रक

संदर्भ:—जा. क्र. शैक्षणिक –१/एनइपी/२०२०/आ.वि.प्र.अ./२०२३–२४/१४०, दि. १२/०७/२०२३.

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, उपरोक्त संदर्भीय परिपत्रकान्वये दिनांक १६ जून २०२३ रोजी संपन्न झालेल्या मा. विद्यापरिषद बैठकीतील ऐनवेळचा विषय क्र. ०८/५६–२०२३ अन्वये मान्यता दिल्यानुसार आंतरविद्याशाखेअंतर्गत राष्ट्रीय शैक्षणिक धोरणानुसार पद्व्युत्तर अभ्यासक्रम शैक्षणिक वर्ष २०२३–२४ पासून लागू करण्यात आले आहेत. तथापि, वरील संदर्भीय परिपत्रका अन्वये प्रकाशित केलेल्या अभ्यासक्रमामध्ये अभ्यासमंडळाने किरकोळ दुरूस्ती करून अभ्यासक्रम सादर केला आहे. त्यानुषंगाने खालील अभ्यासक्रम लागू करण्यात येत आहे.

M. A. Fashion Designing I year (Affiliated College)

सदरील परिपत्रक व अभ्यासक्रम विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील परिपत्रक सर्व संबंधितांच्या निदर्शनास आणावे ही, विनंती.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड – ४३१ ६०६.
जा.क्र.:शै–१/एनईपी २०२०/परिपत्रक/पीजी/आंविशाअक्र.
२०२३-२४/४४०, दिनांक : ०५/०२/२०२४.

डॉ. सरिता लोसलवार
सहा.कुलसचिव
शैक्षणिक (१–अभ्यासमंडळ) विभाग

प्रत माहितीस्तव:

१) मा. अधिष्ठाता, आंतर विद्याशाखीय अभ्यास, प्रस्तुत विद्यापीठ.
२) मा. संचालक, परिक्षा व मुल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
३) मा. प्राचार्य, सर्व संबंधित महाविद्यालय, प्रस्तुत विद्यापीठ.
४) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

SWAMI RAMANAND TEERTH

MARATHWADA UNIVERSITY, NANDED - 431 606

(Structure and Syllabus of Two Years Multidisciplinary Master Degree Program with Multiple Entry and Exit Option)

AFFILITADED COLLEGE .

TWO YEAR MASTERS PROGRAMME IN

Fashion Design

Under the Faculty of
Interdisciplinary Studies
M.A. Fashion Design.

Effective from Academic year 2023 – 2024
(As per NEP-2020)

<p style="text-align:center; color:red;">***SAMPLE COPY*** (Need to be Modified)</p>

Preamble:

The engineering education in India in general is expanding in manifolds. Now, the challenge is to ensure its quality to the stakeholders along with the expansion. To meet this challenge, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education and reflects the fact that in achieving recognition, the institution or program of study is committed and open to external review to meet certain minimum specified standards. The major emphasis of this accreditation process is to measure the outcomes of the program that is being accredited. Program outcomes are essentially a range of skills and knowledge that a student will have at the time of graduation from the program. An engineering program must ensure that its graduates understand the basic concepts of science and mathematics, have gone through one engineering field in dept of appreciate and use its methodologies of analyses and design, and have acquired skills for life- long learning.

An engineering program must therefore have a mission statement which is in conformity with program objectives and program outcomes that are expected of the educational process. The outcomes of a program must be measureable and must be assessed regularly through proper feedback for improvement of the programme. There must be a quality assurance process in place within the Institute to make use of the feedback for improvement of the programme. The curriculum must be constantly refined and updated to ensure that the defined objectives and outcomes are achieved. Students must be encouraged to comment on the objectives and outcomes and the role played by the individual courses in achieving them. In line with this Faculty of Technology of University of Mumbai has taken a lead in incorporating philosophy of outcome based education in the process of curriculum development.

I, as Chairman, Board of Studies in Electronics and Telecommunication Engineering University of Mumbai, happy to state here that, Program Educational Objectives were finalized in a meeting where more than 20 members from different Institutes were attended, who were either Heads or their representatives of Electronics and Telecommunication Engineering Department. The Program Educational Objectives finalized for undergraduate program in Electronics and Telecommunication Engineering are listed below;

- To provide students with a strong foundation in the mathematical, scientific and engineering fundamentals necessary to formulate, solve and analyze engineering problems and to prepare them for graduate studies.

- To prepare students to demonstrate an ability to identify, formulate and solve electronics and telecommunication engineering problems.

- To prepare students to demonstrate ability to design electrical and electronics systems and conduct experiments, analyze and interpret data.

- To prepare students to demonstrate for successful career in industry to meet needs of Indian and multi-national companies.

- To develop the ability among students to synthesize data and technical concepts from applications to product design.

- To provide opportunity for students to work as part of teams on multidisciplinary projects.

- To promote awareness among students for the life-long learning and to introduce them to professional ethics and codes of professional practice.

In addition to above more program educational objectives of their own may be added by affiliated Institutes.

In addition to Program Educational Objectives, for each course of undergraduate program, objectives and expected outcomes from learner's point of view are also included in the curriculum

to support the philosophy of outcome based education. I believe strongly that small step taken inright direction will definitely help in providing quality education to the stake holders.

Dr.Anita Kulkarni. & Prof. Suvarna Lavand (Member)
Chairman, Board of Studies of the <u>subject M.A. Fashion Design.</u>
Swami Ramanand Teerth Marathwada University, Nanded.

Details of the Board of Studies Members in Fashion Design Under the faculty of Interdisciplinary Study Arts of S.R.T.M. University, Nanded.

Sr No	Name of the Member	Designation	Address	Contact No.
1.	Dr. Anita Kulkarni.	Chairman.	SST College of Fashion Design Latur.	9881299249.
2.	Prof. Suvarna Lavand.	Member.	Dayanand Arts College Latur.	9860824933.
3	Prof. Harsha Jain	Member.	Dayanand Arts College Latur.	9404352047
4	Prof. Pallavi Deshmukh	Member.	Dayanand Arts College Latur	9970781582
5	Prof. Priti Birajdar.	Member.	Dayanand Arts College Latur	8600860996.
6.	Prof. Rasika Naik.	Member.	Dayanand Arts College Latur	9960784792.

Swami Ramanand Teerth Marathwada University, Nanded
Faculty of Interdisciplinary Studies
Credit Framework for Two Year PG Program
Subject: -M.A.-Fashion Design-

Year & Level 1	Sem. 2	Major Subject		RM 5	OJT / FP 6	Research Project 7	Practical's 8	Credits 9	Total Credits 10
		(DSC) 3	(DSE) 4						
1	1	**IFASC401** 1. **Fashion Advertising & Promotion** (TH) 4 Credit **IFASC402** 2. **Film Theatre & Costume (TH)** 4 Credit **IFASC403** 3. Fashion Forecasting (TH) 4 Credit	**IFASE401** **Entrepreneurship Development (TH)** 3 Credit **IFASE402** **Design Development (PR)** 1 Credit	**IVCRM401** **Research Methodology** 3 Credit	--		**IFASP401** 1. **Fashion Advertising & Promotion** (PR) 1 Credit **IFASP402** 2. **Film Theatre & Costume (PR)** 1 Credit **IFASP403** 3. **Fashion Forecasting (PR)** 1 Credit	22	44
	2	**IFASC451** 1. **Fashion Advertising & Promotion** (TH) 4 Credit **IFASC452** 2. **Film Theatre & Costume (TH)** 4 Credit **IFASC453** 3. **Fashion Forecasting (TH)** 4 Credit	**IFASE451** **Entrepreneurship Development (TH)** 3 Credit **IFASE452** **Design Development (PR)** 1 Credit	---	**IFASOJT451** **On Job Training/Field Poject** **3 Credit**	--	**IFASP451** 1. **Fashion Advertising & Promotion** (PR) 1 Credit **IFASP452** 2. **Film Theatre & Costume (PR)** 1 Credit **IFASP453** 3. **Fashion Forecasting (PR)** 1 Credit	22	

2	3			--				22	44
	4	)						22	
Total Credits		**44**	**16**	**05**	**03**	**10**	**10**	**88**	

M. A. First Year Semester I *(Level 6.0)*

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs/ week)	
			Theory	Practical	Total	Theory	Practical
Major	**IFAS**C401	Fashion Advertising & Promotion. 1	04	--	**04**	04	--
	IFASC402	Film Theatre & Costume .2	04	--	**04**	04	--
	IFASC403	Fashion Forecasting .3	04	--	**04**	04	--
Elective (DSE)	**IFAS**E401	Entrepreneurship Development	03	--	**03**	03	--
Research Methodology	IVCRM401	Research Methodology	03	--	**03**	03	
DSC Practical	IFASP401	Fashion Advertising & Promotion. 1	--	01	**01**	--	02
	IFASP402	Film Theatre & Costume .2	--	01	**01**	--	02
	IFASP403	Fashion Forecasting .3	--	01	**01**	--	02
DSE Practical	IFASE402	Design Development.	--	01	**01**	--	02
Total Credits			**18**	**04**	**22**	**14**	**08**

M. A. First Year Semester I (Level 6.0)
Examination Scheme
[20% Continuous Assessment (*CA*) and 80% End Semester Assessment (*ESA*)]

(For illustration we have considered a paper of 02 credits, 50 marks, need to be modified depending on credits of individual paper)

Subject (1)	Course Code (2)	Course Name (3)	Theory				Practical		Total
			Continuous Assessment (CA)			ESA			Col (6+7) / Col (8+9)
			Test I (4)	Test II (5)	Avg of (T1+T2)/2 (6)	Total (7)	CA (8)	ESA (9)	(10)
Major	**IFAS**C401	Fashion Advertising & Promotion. 1	20	20	20	80	--	--	100
	IFASC402	Film Theatre & Costume .2	20	20	20	80	--	--	100
	IFASC403	Fashion Forecasting .3	20	20	20	80	--	--	100
Elective (DSE)	**IFAS**E401	Entrepreneurship Development	15	15	15	60	--	--	75
Research Methodology	IVCRM401	Research Methodology	15	15	15	60	--	--	75
DSE Practical	IFASP401	Fashion Advertising & Promotion. 1	--	--	--	--	05	20	25
	IFASP402	Film Theatre & Costume .2	--	--	--	--	05	20	25
	IFASP403	Fashion Forecasting .3	--	--	--	--	05	20	25
DSE Practical	IFASE402	Design Development.	--	--	--	--	05	20	25

M. A. First Year Semester II (*Level 6.0*)
Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs/ week)	
			Theory	Practical	Total	Theory	Practical
Major	**IFASC451**	**Fashion Advertising & Promotion.**	04	--	**04**	04	--
	IFASC452	**Film Theatre & Costume .2**	04	--	**04**	04	--
	IFASC453	**Fashion Forecasting .3**	04	--	**04**	04	--
Elective (DSE)	**IFASE451**	**Entrepreneurship Development**	03	--	**03**	03	--
On Job Training	**IFASOJT451**	**On job Training/ Field Project**		01	**03**		03
DSC Practical	IFASP451	**Fashion Advertising & Promotion. 1**	--	01	**01**	--	02
	IFASP452	**Film Theatre & Costume .2**	--	01	**01**	--	02
	IFASP453	**Fashion Forecasting .3**	--	01	**01**	--	02
DSE Practical	IFASE452	**Design Development.**	--	01	**01**	--	02
Total Credits			**15**	**05**	**22**	**14**	**11**

M. A. First Year Semester II *(Level 6.0)*
Examination Scheme

[20% Continuous Assessment (*CA*) and 80% End Semester Assessment (*ESA*)]

(For illustration we have considered a paper of 02 credits, 50 marks, need to be modified depending on credits of individual paper)

Subject (1)	Course Code (2)	Course Name (3)	Theory				Practical		Total Col (6+7)/ Col (8+9) (10)
			Continuous Assessment (CA)			ESA			
			Test I (4)	Test II (5)	Avg of (T1+T2)/2 (6)	Total (7)	CA (8)	ESA (9)	
Major	**IFAS**C451	**Fashion Advertising & Promotion.**	20	20	20	80	--	--	100
	IFASC452	**Film Theatre & Costume .2**	20	20	20	80	--	--	100
	IFASC453	**Fashion Forecasting .3**	20	20	20	80	--	--	100
Elective (DSE)	**IFAS**E451	**Entrepreneurship Development**	15	15	15	60	--	--	75
On Job Training	IFASOJT451	**On job Training/ Field Project**	--	--	--	--	25	50	75
DSE Practical	IFASP451	**Fashion Advertising & Promotion. 1**	--	--	--	--	05	20	25
	IFASP452	**Film Theatre & Costume .2**	--	--	--	--	05	20	25
	IFASP453	**Fashion Forecasting .3**	--	--	--	--	05	20	25
DSE Practical	IFASE452	**Design Development.**	--	--	--	--	05	20	25

Course Structure: *Major 1 - Teaching Scheme*

Course Code	Course Name (Paper Title)	Teaching Scheme (Hrs.)		Credits Assigned		
		Theory	Practical	Theory	Practical	Total
IFASC451	Fashion Advertising & Promotion.	04	--	04	--	04

Major 1 - Assessment Scheme

Course Code (2)	Course Name (3)	Theory				Practical		Total [Col (6+7) / Col (8+9)] (10)
		CA			ESA (7)	CA (8)	ESA (9)	
		Test I (4)	Test II (5)	Avg of (T1+T2)/2 (6)				
IFASC451	Fashion Advertising & Promotion.	20	20	20	80	--	--	100

Course Code (2)	Course Name (3)	Theory				Practical		Total [Col (6+7) / Col (8+9)] (10)
		CA			ESA (7)	CA (8)	ESA (9)	
		Test I (4)	Test II (5)	Avg of (T1+T2)/2 (6)				
IFASP451	Fashion Advertising & Promotion.	--	--	--	--	05	20	25

IFASC101: *Interdisciplinary Master In Fashion Design Curriculum Details.*

Course pre-requisite:

1. Fashion Design student requires verity of skills & artistic sensiabilities to create designs
2. Demands strong communication & knowledge of textile science & appeal design.

Course objectives:

- To offers students a rigorous• & innovative curriculum taught by faculty with outstanding academic &industry experience
- To develop student's aesthetic, intellectual• &technological abilities through programs that integrates theory &practical.

Course outcomes:

- Adopt their artistic abilities to support their future design careers
- Develop a systematic, critical approach to problem solving at all levels of the design process
- Gain knowledge related socio economic historical and environmental
- Design ideas visually ,digitally, professionally,aesthetically

Curriculum Details: *(There shall be FOUR Modules in each course)*

IFASC 401 Fashion Advertising & Promotion (TH) SEM –I

Objectives –
To enable the students understand the fashion language & skills of communication for visualization of garment
Pre-Requities: student should have know about communication skills & fashion communication Methods

Learning Outcomes:
- 1. .Students will learn about the process of design and how to apply human centered approach to problem solving.
- 2. An optimum mix of traditional and new design skills is offered along subject like history of design and creative process. The curriculum includes areas such as graphic design, visual merchandising / retail experience design, exhibition and display design, event management, photography, styling, advertising, public relations and creative writing specific to fashion and lifestyle industry.

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1.		The role of Marketing Communication	
	1.1	Introduction of Marketing Communication.	
	1.2	What is Promotion?	**15 Hrs.**
	1.3	Why is Promotion important?	
	1.4	Who is responsible for promotion?	
Unit 2.		Fashion Promotion	
	2.1	Strategies, tactics. Goals & objectives	
	2.2	Problems and opportunities for fashion promotion	**15 Hrs.**
	2.3	Market Segmentation	
Unit 3.		Fashion advertising	
	3.1	Importance of Fashion Advertising .	**15 Hrs.**
	3.2	Advertising procedure	
	3.3	Media Planning in Fashion Advertising	
Unit 4.		Impact of Social Media.	
	4.1	Importance of Social Media.	
	4.2	Types of Social media.	**15 Hrs.**
	4.3	Types of Women's Brand on social media.	
	4.4	Advantages & Disadvantages of online Purchasing .	
		Total	

Text Books:

1. .. **John Hedge "Photography" courses, John Hedge**
2. **- Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.**
3. **- Dynamic of fashion, concept to consumer -** Elain Stone

Reference Books:

1. **John Hedge "Photography" courses, John Hedge**
2. **- Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.**
3. **- Dynamic of fashion, concept to consumer -**..Elain Stone
4. ..

IFASC 402   Film Theatre & Costume (TH) SEM –I

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing

and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1.		**Role of Costume Designer in Theater**	
	1.1	Responsibilities of costume designer .	
	1.2	Visual appearances of actors.	**18 Hrs.**
	1.3	Elements of costume design.	
	1.4	Aesthetic appearance of costume design.	
Unit 2.		**Study on Historical Movies**	
	2.1	Select any Five Movies.	
	2.2	Study on their costumes.	**12 Hrs.**
	2.3	Study on related to selected movie Designer Biography.	
Unit 3.		**Study on 21st Century Fashion Designer .**	
	3.1	Select any three Movies.	
	3.2	Study on their costumes.	**12 Hrs.**
	3.3	Study on related to selected movie Designer Biography.	
Unit 4.		**Study on any one Miss Universe Costume style.**	
	4.1	Study on their wardrobe .	
	4.2	Study on their Films & costumes .	**18 Hrs.**
	4.3	Study on their Achievements .	
	4.4	Study on their Biography .	
		Total	

Reference Book

- **Fashion Forecasting Evelyn Brannon Third edition Polly Guerin,**
- **(2004) creative fashion presentation,**
- **New York Fairchild publican**

IFASC 403   Fashion Forecasting (TH) SEM –I

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing

and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1.		**Fashion Forecasting**	**18 Hrs**
	1.1	Introduction to Fashion Forecasting	
	1.2	Importance of forecasting	
	1.3	Objectives of forecasting	
	1.4	Elements of forecasting	
Unit 2.		**Types of Fashion Forecasting**	**12 Hrs**
	2.1	Principals of forecasting	
	2.2	Types of forecasting	
	2.3	Advantages & Disadvantages of forecasting	
Unit 3.		**Trend Forecasting**	**12 Hrs**
	3.1	Introduction	
	3.2	Objectives	
	3.3	Importance	
Unit 4.		**Influence of Fashion Forecasting**	**18 Hrs**
	4.1	Role of fashion forecaster	
	4.2	Long term & Short term forecaster	
	4.3	Direction of fashion change forecasting with trends	
	4.4	Role of Social Media in Fashion Forecasting	
		Total	

Reference Books:

- **Fashion Forecasting Evelyn Lebanon Third edition Polly Guerin,**

- **(2004) creative fashion presentation,**

- **New York Fairchild publication**

IFASE401   Entrepreneurship Development (TH)

Objectives -:

• Possess a well-grounded understanding of essential entrepreneurial business principles

• Analyzing the small scale industry & business

• Develop formulate business plan for establishing small business management skill

• Know the parameters to assess opportunities and constraints for new business idea

Pre-Requites entrepreneurship is a possible field of study for business students. Passion is the most important trait of the successful entrepreneur.

Learning Outcomes:

1. Have the ability to discern distinct entrepreneurial trait

2. Understand the systematic process to select and screen a business plan

3. Design strategies for successful implementation of ideas

oduleNo.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		Introduction to entrepreneurship	18 Hrs.
	1.1	Introduction to entrepreneurship	
	1.2	Functions of Entrepreneur	
	1.3	Types of Entrepreneurship	
	1.4	Concept of Entrepreneurship	
Unit 2		Role of government agencies in the entrepreneurship development	12 Hrs.
	2.1	District Industries center (DIC)	
	2.2	Small industries services institute (SISI)	
	2.3	Entrepreneurship Development Institute of India (EDII)	
Unit 3		Nature of entrepreneur	12 Hrs.
	3.1	Characteristics of successful entrepreneur	
	3.2	Business Incubators	
	3.3	Stress Management	
Unit 4		Industry Act	18 Hrs.
	4.1	Factory Act	
	4.2	Sickness in Small Business	
	4.3	Health & Safety Measures in apparel industry	
	4.4	Tax Planning	
		Total	

Reference Books:

- **S.S. Khanka (Entrepreneurship development)**

- **Donald F. Kuratko (Entrepreneurship)**

- **Rabindra N. Kanungo (entrepreneurship & innovation)**

IVCRM401 Research Methodology (TH) SEM – I

Objectives:-

• The main purpose of intellectual property law is to encourage the creation of wide variety of intellectual goods

• Objectives of the intellectual property refer to the purpose of protection granted to creators of innovative intellectual creations.

Pre-Requites students should know the basic terminologies about intellectual property rights.

Learning outcomes:

Understanding of the fundamental legal principles relating to confidential information, copyright, patents, designs, trademarks etc.

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Introduction of research**	
	1.1	Definition, characteristic, principle and importance of research	**18 Hrs.**
	1.2	Types of Sampling design	
	1.3	Random sampling, observation method, questionnaires.	
	1.4	Hypothesis Testing.	
Unit 2		**Tools & techniques of Research.**	
	2.1	Data Sources.	**12 Hrs.**
	2.2	Types of Data.	
	2.3	Techniques of Sources.	
Unit 3		**Importance of Statics in Research.**	
	3.1	Types of Statics.	**12 Hrs.**
	3.2	Statical Testes Z test, T test, Anova, Chi Square.	
	3.3	Importance of Statics in Research.	
Unit 4		**Report Writing & Documentation.**	
	4.1	Research Lay out.	**18 Hrs.**
	4.2	Types of Research Design.	
	4.3	Formatting Title & sub title	
	4.4	References & Bibliography.	
		Total	

Text Books :-**Research Methodology (Methods & techniques) - ,Gaurav Garg.**

  -**Research h methodology --Dr Mahesh Kulkarni Nirali Prakashan**

  -**Research foundation ---somatic mule and sabarathanam V.E.1980**

   - **Research methods in extension Education New Delhi..**

Reference Books:

  -**Research Methodology (Methods & techniques) - ,Gaurav Garg.**

  -**Research h methodology --Dr Mahesh Kulkarni Nirali Prakashan**

  -**Research foundation ---somatic mule and sabarathanam V.E.1980**

   - **Research methods in extension Education New Delhi..**

IFASP 401 Fashion Advertising & Promotion (PR) SEM –I

Objectives –
Identify the steps involve in the brand management process
A distinguish between a product and brand
Apply concept of brand architecture and design to a real world business scenario
Identify the fashion brands
Awareness about the brand

Pre-requites: student should know about fashion brands.

Learning Outcomes: This subject takes you through key terminology such as brand identity, brand personality, brand positioning, brand communication, brand image. Brand management is presented along with examples from different markets.

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Make a Promotional Advertising.**	
	1.1	Make a Designes for your Boutique	**30 Hrs.**
	1.2	Pamplet.	
	1.3	Hordings.	
	1.4	Website Page.	

Text Books:

4. .. **John Hedge "Photography" courses, John Hedge**

5. **- Culture communication & social change,Joshi p.c.(1989),New Delhi Vikas Publication.**

6. **- Dynamic of fashion,concept to consumer -** Elain Stone

Reference Books:

5. **John Hedge "Photography" courses, John Hedge**

6. **- Culture communication & social change,Joshi p.c.(1989),New Delhi Vikas Publication.**

7. **- Dynamic of fashion,concept to consumer -**..Elain Stone

8. ..

IFASP 402 Film Theatre & Costume (PR) SEM –I

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing
and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Study About Designer.**	
	1.1	Make a ppt on Bollywood Movies Designer.	**30 Hrs.**
	1.2	Make a ppt on Hollywood Movies Designer	
	1.3	Analyze Both Hollywood & Bollywood Designs.	
	1.4	Submit Project Report.	

Reference Book

- **Fashion Forecasting Evelyn Brannon Third edition Polly Guerin,**

- **(2004) creative fashion presentation,**

- **New York Fairchild publican**

IFASP 403 Fashion Forecasting (PR) SEM –I

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing

and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Trend Forecasting.**	
	1.1	Market Survey of Current Trends.	
	1.2	Forecast the Style.	**30 Hrs.**
	1.3	Forecast the Colour.	
	1.4	Forecast the Fabric.	

Reference Books:

- **Fashion Forecasting Evelyn Lebanon Third edition Polly Guerin,**

- **(2004) creative fashion presentation,**

- **New York Fairchild publication**

IFASE 402 Design Development.sem I

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing
and analyzing the information for presenting implementing the forecast
To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies
Knowledge about the best costume and accessories used in the films
Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Motif Development.**	
	1.1	Inspiration Board	
	1.2	Mood Board.	**30 Hrs.**
	1.3	Story Board.	
	1.4	Motif Placement.	

Reference-

- **The Designers of Past & present-Alison Matthews.**

- **The Complot Collection – Patrick Mauries.**

IInd Semester

IFASC451   Fashion Advertising & Promotion. SEM II

Objectives –
To enable the students understand the fashion language & skills of communication for visualization of garment
Pre-Requities: student should have know about communication skills & fashion communication Methods

Learning Outcomes:
- 1. .Students will learn about the process of design and how to apply human centered approach to problem solving.
- 2. An optimum mix of traditional and new design skills is offered along subject like history of design and creative process. The curriculum includes areas such as graphic design, visual merchandising / retail experience design, exhibition and display design, event management, photography, styling, advertising, public relations and creative writing specific to fashion and lifestyle industry.

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Fashion Marketing**	**18 Hrs.**
	1.1	Introduction & Definition	
	1.2	Objectives	
	1.3	Types of Marketing	
	1.4	Importance of Marketing	
Unit 2		**Functions of the marketing department**	**12 Hrs.**
	2.1	Marketing – marketing calendar, product pricing, piece evaluation, product planning, customer	
	2.2	Merchandising – warehousing of finished goods, allocating customers order,	
	2.3	Merchandising – packaging the order , transport, inventory control, delivery	
Unit 3		**Marketing management**	**12 Hrs.**
	3.1	Sales- advertising , publicity, personal selling, presentation(fashion show) and	
	3.2	Selling- showroom based staff , representatives, agents	
	3.3	Sales for forecasting budgeting	
Unit 4		**Visual Merchandising**	**18 Hrs.**
	4.1	Importance of VM	
	4.2	Types of VM	
	4.3	Tools of VM	
	4.4	Career Opportunities	

Text Books:

7. .. **John Hedge "Photography" courses, John Hedge**
8. **- Culture communication & social change,Joshi p.c.(1989),New Delhi Vikas Publication.**
9. **- Dynamic of fashion,concept to consumer -** Elain Stone

Reference Books:

9. **John Hedge "Photography" courses, John Hedge**
10. **- Culture communication & social change,Joshi p.c.(1989),New Delhi Vikas Publication.**
11. **- Dynamic of fashion, concept to consumer -**..Elain Stone

IFASC 452 Film Theatre & Costume SEM .2

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing

and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1.		**Fashion Looks**	
	1.1	Types of fashion looks	
	1.2	Punk Look	**18 Hrs.**
	1.3	Vintage Look	
	1.4	Gothic Look	
Unit 2.		**Trendy Looks**	
	2.1	Retro Look	
	2.2	Hippie Look	**12 Hrs.**
	2.3	Flapper Look	
Unit 3.		**Western Hereditary**	
	3.1	Japan	
	3.2	Egypt	**12 Hrs.**
	3.3	Scotland	
Unit 4.		**Indian Hereditary**	
	4.1	Mizoram	
	4.2	Kashmir	**18 Hrs.**
	4.3	Kerala	
	4.4	Rajasthan	
		Total	

Reference Book

- **Fashion Forecasting Evelyn Brannon Third edition Polly Guerin,**

- **(2004) creative fashion presentation,**

- **New York Fairchild publican**

IFASC 453 Fashion Forecasting SEM II

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing

and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1.		**Fashion Forecasting Dynamics**	
	1.1	Colour forecasting	
	1.2	Colour marketing tools	**18 Hrs**
	1.3	Colour schemes	
	1.4	Colour cycle	
Unit 2.		**Swatch Development**	
	2.1	Leading processes of innovation	
	2.2	The green edge of innovation	**12 Hrs**
	2.3	Trade organizations and fabric councils	
Unit 3.		**Sales forecasting**	
	3.1	objective	
	3.2	Time series techniques	**12 Hrs**
	3.3	Qualitative techniques	
Unit 4.		**Case study on current trend**	
	4.1	Market survey	
	4.2	Data analysis	**18 Hrs**
	4.3	Consumer feedback report	
	4.4	Final report	
		Total	

Reference Books:

- Fashion Forecasting Evelyn Lebanon Third edition Polly Guerin,

- (2004) creative fashion presentation,

- New York Fairchild publication

IFASE 451 Entrepreneurship Development SEM II

Objectives -:

• Analyzing the small scale industry & business

• Develop formulate business plan for establishing small business management skill

• Know the parameters to assess opportunities and constraints for new business idea

Pre-Requites entrepreneurship is a possible field of study for business students. Passion is the most important trait of the successful entrepreneur**.**

Learning Outcomes:

1. Understand the systematic process to select and screen a business plan

2. Design strategies for successful implementation of ideas

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Creating and starting the venture**	**18 Hrs.**
	1.1	Creativity and business ideas	
	1.2	Legal issues for entrepreneur	
	1.3	The business plan- starting the venture	
	1.4	Marketing plan	
Unit 2		**Creating and starting the venture**	**12 Hrs.**
	2.1	The organization plan	
	2.2	The finance plan	
	2.3	Informal risk capital & venture capital	
Unit 3		**Introduction of intellectual property**	**12 Hrs.**
	3.1	What is intellectual property	
	3.2	Types of intellectual property	
	3.3	Importance of intellectual property	
Unit 4		Intellectual property rights and laws	**18 Hrs.**
	4.1	Design patent rights	
	4.2	Novelty (new inventions)	
	4.3	Basic guidelines for patent licensing	
	4.4	Duration of Intellectual property rights	
		Total	

Reference Books:

1. S.S. Khanka (Entrepreneurship development)

2. Donald F. Kuratko (Entrepreneurship)

3. Rabindra N. Kanungo (entrepreneurship & innovation)

IFASOJT/FP451 on Job Training / Field Project SEM II

Objectives –

Identify the steps involve in the production process A distinguish between a product and brand

Apply concept of brand architecture and design to a real world business scenario Identify the fashion brands Awareness about the brand.

Pre -Requites: student should know about fashion brands and production process.

Learning Outcomes:

- After completion of on job training outcomes are statements of what a learner knows understand and is able to do after completion of learning process. Students will be able to have knowledge of new standards which trainee put this knowledge in to practice for accurately assess educational training outcomes

- Field Project provides an opportunity to create authentic projects which are personal and meaningful to them .students have the chance to pursue their creativity in designing a product interests and as a result, it provides more opportunity for learning.

    …………………………………………………………………………………………………

Make a Research project as per your on job Training/ Field project

IFASP 451 PR Fashion Advertising & Promotion. SEM II

Objectives –
To enable the students understand the fashion language & skills of communication for visualization of garment
Pre-Requities: student should have know about communication skills & fashion communication Methods

Learning Outcomes:
- 1. .Students will learn about the process of design and how to apply human centered approach to problem solving.
- 2. An optimum mix of traditional and new design skills is offered along subject like history of design and creative process. The curriculum includes areas such as graphic design, visual merchandising / retail experience design, exhibition and display design, event management, photography, styling, advertising, public relations and creative writing specific to fashion and lifestyle industry.

Unit 1		Display page design for fashion show	
	1.1	Make a page in illustrator	
	1.2	Make a page for website	**30 Hrs.**
	1.3	Make a page for billboards	
	1.4	Make a page for newspaper	

Text Books:

10. .. **John Hedge "Photography" courses, John Hedge**

11. **- Culture communication & social change,Joshi p.c.(1989),New Delhi Vikas Publication.**

12. **- Dynamic of fashion,concept to consumer -** Elain Stone

Reference Books:

12. **John Hedge "Photography" courses, John Hedge**

13. **- Culture communication & social change,Joshi p.c.(1989),New Delhi Vikas Publication.**

14. **- Dynamic of fashion, concept to consumer -**..Elain Stone

IFASP452 Film Theatre and costume sem. II

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theatre history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Select any two fashion looks**	
	1.1	Study on looks	
	1.2	Make a contemporary design for current trend	**30 Hrs.**
	1.3	Five designs in CAD	
	1.4	Make a PPT	

Reference Book

- **Fashion Forecasting Evelyn Brannon Third edition Polly Guerin,**

- **(2004) creative fashion presentation,**

- **New York Fairchild public**

IFASP453 PR Fashion Forecasting SEM II

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing

and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Unit 1		Forecast the designs	
	1.1	Sports wear	
	1.2	Casual wear	**30 Hrs.**
	1.3	Party wear	
	1.4	Design for promostyle	

Reference Books:

- Fashion Forecasting Evelyn Lebanon Third edition Polly Guerin,

- (2004) creative fashion presentation,

- New York Fairchild publication

IFASE 452 Design Development

Objectives -:

To enable students to know the market need and fashion trend change with the process of organizing

and analyzing the information for presenting implementing the forecast

To enable students to know Bollywood historic costume and film theater history

Pre requites: student know about film costume and history, forecasting ideas

Learning outcomes: Develop the designing skill theory detail study of costume from movies

Knowledge about the best costume and accessories used in the films

Developed the knowledge of ornamentation with demonstration of costume & designer

Module No.	UnitNo.	Topic	Hrs. Required to cover the contents
Unit 1		**Traditional Motif Development.**	**30 Hrs.**
	1.1	Inspiration Board	
	1.2	Convert in to modern appearance.	
	1.3	Make two Designs for Home decorative articles.	
	1.4	Motif Placement.	

Reference-

- **The Designers of Past & present-Alison Matthews.**

- **The Complot Collection – Patrick Mauries.**

Guidelines for Course Assessment:

A. Continuous Assessment (CA) (20% of the Maximum Marks):

This will form 20% of the Maximum Marks and will be carried out throughout the semester. It may be done by conducting **Two Tests** (Test I on 40% curriculum) and **Test II** (remaining 40% syllabus). Average of the marks scored by a student in these two tests of the theory paper will make his **CA** score (col 6).

B. End Semester Assessment (80% of the Maximum Marks):

(For illustration we have considered a paper of 04 credits, 100 marks and need to be modified depending upon credits of an individual paper)

1. **ESA Question paper will consists of 6 questions, each of 20 marks.**

2. **Students are required to solve a total of 4 Questions.**

3. **Question No.1 will be compulsory and shall be based on entire syllabus.**

4. Students need to solve **ANY THREE** of the remaining Five Questions (Q.2 to Q.6) and

   shall be based on entire syllabus.

Note: Number of lectures required to cover syllabus of a course depends on the number of credits assigned to a particular course. One credit of theory corresponds to 15 Hours lecturing and for practical course one credit corresponds to 30 Hours. For example, for a course of two credits 30 lectures of one hour duration are assigned, while that for a three credit course 45lectures.

%%%