

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of B.Sc in Fashion Design & Management**  
**(Effective for 2020-2021 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG) MAKAUT Framework**  
**w.e.f 2020-21**

## B. Sc. In Fashion Design & Management

**CBCS – MAKAUT UG degree (Hons) 140 Credit FRAMEWORK**

| Subject Type | Semester I | Semester II | Semester III | Semester IV | Semester V | Semester VI |
|--------------|------------|-------------|--------------|-------------|------------|-------------|
| CC           | C1, C2     | C3, C4      | C5,C6,C7     | C8,C9,C10   | C11,C12    | C13,C14     |
| DSE          |            |             |              |             | DSE1, DSE2 | DSE3, DSE4  |
| GE           | GE1        | GE2         | GE3          | GE4         |            |             |
| AECC         | AECC 1     | AECC 2      |              |             |            |             |
| SEC          |            |             | SEC 1        | SEC 2       |            |             |
|              | 4 (20)     | 5 (20)      | 4 (26)       | 5(26)       | 4 (24)     | 4 (24)      |

**Program (Education) Objective:**

This BSc Fashion Design and Management prepares students for a successful career in the complex and highly competitive global fashion design industry by equipping them with knowledge and skills in design, product planning and analysis, sustainability, supply chain, business analysis and financial accounting to become either successful entrepreneurs, leaders and change makers within the next five years after graduation.

The fashion industry is complex, global and highly competitive, and covers all levels of segmentation from value-orientated retailers to luxury brands. Careers within the industry require graduates who can respond effectively to the dynamic challenges by devising and implementing new business strategies. BSc Fashion Design and Management equips students with knowledge in design, supply chain and business analysis, alongside skills in design, financial accounting and analysis for a successful career in the global fashion industry.

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**Program Outcomes (PO):**

| Sl | Program Outcome  | Mapped courses   |
|----|--|--|
| 1  | <b>PP (Professional Practice)</b> - Exhibit strong theoretical and practical knowledge of the fashion design and management and/or allied industries, including relevant professional knowledge, skills, discipline and ethics as they relate to fashion and management industries and practices | BFDM 101, BFDM 102, BFDM 202, BFDM 302, BFDM 303, BFDM 401, BFDM 403, BFDM 501, BFDM 261, BFDM 501, BFDM 502, BFDM 543, BFDM 544 |
| 2  | <b>DL (Digital Literacies)</b> - Select and use a range of digital technologies to employ innovative 2D and 3D practical responses to a range of methods, techniques and technologies, and apply current and emerging technologies to define a personal design identity.                         | BFDM 102, BFDM 201, BFDM 202, BFDM 302, BFDM 501,  |
| 3  | <b>IRL (Information &amp; Research Literacies)</b> - Demonstrate the ability to select and deploy a coherent range of research methods and analysis within the fashion design, development and management processes  | BFDM 101, BFDM 301, BFDM 301, BFDM 401, BFDM 402, BFDM 501, BFDM 502, BFDM 601, BFDM 602   |
| 4  | <b>E (Ethics)</b> - Exhibit ethical decision making and reasoning to identify responsible attitudes and creative solutions to ethical problems within fashion design and management, and understand the impact, importance and ethics of fashion design practices and approaches.                | BFDM 401, BFDM 403, BFDM 265   |
| 5  | <b>ALN (Academic Literacy &amp; Numeracy)</b> - Demonstrate written, oral and visual communication skills around complex concepts for diverse stakeholders involved in the fashion design and management industries, and those involved in those industries and settings.                        | BFDM 102, BFDM 201, BFDM 301, BFDM 401, BFDM 602, BFDM 164   |
| 6  | <b>LL (Lifelong Learning)</b> - Demonstrate an understanding of, and a commitment to relevant methods and techniques to research, review, consolidate, extend and apply fashion design and management knowledge relevant to the industry   | BFDM 303, BFDM 402, BFDM 403, BFDM 502, BFDM 601, BFDM 602<br>BFDM 543, BFDM 544<br>BFDM 354, BFDM 455                           |

**\*GE Courses are not in the above mapped list. Based on the choice of the learner that would necessarily be part of PO6 and the relevant PO's**

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**First Semester**

| Subject Type            | Course Name  | Course Code  | Credit Distribution |           |          | Credit Points | Mode of Delivery |        |         | Proposed Moocs             |
|-------------------------|--|--------------|---------------------|-----------|----------|---------------|------------------|--------|---------|----------------------------|
|                         |  |              | Theory              | Practical | Tutorial |               | Offline          | Online | Blended |                            |
| CC 1                    | Study of Textiles  | BFDM (T) 101 | 4                   | 0         | 0        | 6             | ✓                |        |         | As per MAKAUT Notification |
|                         |  | BFDM 191     | 0                   | 2         | 0        |               |                  |        |         |                            |
| CC 2                    | Computer Basics & its Application in Design Fundamentals | BFDM (T) 102 | 4                   | 0         | 0        | 6             | ✓                |        |         |                            |
|                         |  | BFDM 192     | 0                   | 2         | 0        |               |                  |        |         |                            |
| GE 1                    | Students have to select from the GE Basket               |              |                     |           | 6        |               |                  | ✓      |         |                            |
| AECC 1                  | English Communication                                    | BFDM 164     | 2                   | 0         | 0        | 2             | ✓                |        |         |                            |
| <b>Semester Credits</b> |  |              |                     |           |          | <b>20</b>     |                  |        |         |                            |

**Second Semester**

| Subject Type            | Course Name                                | Course Code  | Credit Distribution |           |          | Credit Points | Mode of Delivery |        |         | Proposed Moocs             |
|-------------------------|--|--------------|---------------------|-----------|----------|---------------|------------------|--------|---------|----------------------------|
|                         |  |              | Theory              | Practical | Tutorial |               | Offline          | Online | Blended |                            |
| CC 3                    | Fashion Design Process                     | BFDM (T) 201 | 4                   | 0         | 0        | 6             | ✓                |        |         | As per MAKAUT Notification |
|                         |  | BFDM 291     | 0                   | 2         | 0        |               |                  |        |         |                            |
| CC 4                    | Fundamentals of Pattern making & Sewing    | BFDM (T) 202 | 4                   | 0         | 0        | 6             | ✓                |        |         |                            |
|                         |  | BFDM 292     | 0                   | 2         | 0        |               |                  |        |         |                            |
| GE 2                    | Students have to select from the GE Basket |              |                     |           | 6        |               |                  | ✓      |         |                            |
| AECC 2                  | Environmental Science                      | BFDM 265     | 2                   | 0         | 0        | 2             | ✓                |        |         |                            |
| <b>Semester Credits</b> |  |              |                     |           |          | <b>20</b>     |                  |        |         |                            |

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**Third Semester**

| Subject Type           | Course Name  | Course Code | Credit Points | Credit Distribution |           |          | Mode of Delivery |        |         | Proposed MOOCs             |
|------------------------|--|-------------|---------------|---------------------|-----------|----------|------------------|--------|---------|----------------------------|
|                        |  |             |               | Theory              | Practical | Tutorial | Offline #        | Online | Blended |                            |
| CC 5                   | Computer Graphics & its Application in Fashion Art & Drawing | BFDM(T) 301 | 6             | 4                   | 0         | 0        | ✓                |        |         | As per MAKAUT notification |
|                        |  | BFDM 391    |               | 0                   | 2         | 0        |                  |        |         |                            |
| CC 6                   | Fashion Merchandising  | BFDM 302    | 6             | 5                   | 0         | 1        | ✓                |        |         |                            |
| CC 7                   | Project - Womenswear Designing                               | BFDM(T) 303 | 6             | 4                   | 0         | 0        | ✓                |        |         |                            |
|                        |  | BFDM 393    |               | 0                   | 2         | 0        |                  |        |         |                            |
| GE 3                   | Students have to select from the GE Basket                   |             | 6             | 6                   |           |          |                  |        | ✓       |                            |
| SEC 1                  | Basics of Assessment in Psychology                           | BFDM 354    | 2             | 0                   | 2         | 0        | ✓                |        |         |                            |
| <b>Semester Credit</b> |  |             | <b>26</b>     |                     |           |          |                  |        |         |                            |

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**Fourth Semester**

| Subject Type           | Course Name                                | Course Code | Credit Points | Credit Distribution |           |          | Mode of Delivery |        |         | Proposed MOOCs                        |
|------------------------|--|-------------|---------------|---------------------|-----------|----------|------------------|--------|---------|---------------------------------------|
|                        |  |             |               | Theory              | Practical | Tutorial | Offline #        | Online | Blended |                                       |
| CC 8                   | Fashion Marketing                          | BFDM 401    | 6             | 5                   | 0         | 1        | ✓                |        |         | As per<br>MAKAUT<br>T<br>notification |
| CC 9                   | Project: Menswear Designing                | BFDM(T) 402 | 6             | 4                   | 0         | 0        | ✓                |        |         |                                       |
|                        |  | BFDM 492    |               | 0                   | 2         | 0        |                  |        |         |                                       |
| CC 10                  | Technology of Garment Manufacturing        | BFDM 403    | 6             | 5                   | 0         | 1        | ✓                |        |         |                                       |
| GE 4                   | Students have to select from the GE Basket |             | 6             |                     |           |          |                  |        | ✓       |                                       |
| SEC 2                  | New Media Skills                           | BFDM 455    | 2             | 0                   | 2         | 0        | ✓                |        |         |                                       |
| <b>Semester Credit</b> |  |             | <b>26</b>     |                     |           |          |                  |        |         |                                       |

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**Fifth Semester**

| Subject Type           | Course Name                  | Course Code      | Credit Points | Credit Distribution |           |          | Mode of Delivery |        |         | Proposed MOOCs             |  |
|------------------------|------------------------------|------------------|---------------|---------------------|-----------|----------|------------------|--------|---------|----------------------------|--|
|                        |                              |                  |               | Theory              | Practical | Tutorial | Offline #        | Online | Blended |                            |  |
| CC 11                  | Project: Costume Designing   | BFDM(T) 501      | 6             | 4                   | 0         | 0        | ✓                |        |         | As per MAKAUT notification |  |
|                        |                              | BFDM 591         |               | 0                   | 2         | 0        | ✓                |        |         |                            |  |
| CC 12                  | Project: Kids wear Designing | BFDM(T) 502      | 6             | 4                   | 0         | 0        | ✓                |        |         |                            |  |
|                        |                              | BFDM 592         |               | 0                   | 2         | 0        | ✓                |        |         |                            |  |
| DSE 1 (Any One)        | Accessory Designing          | BFDM – 503(A)    | 6             | 4                   | 0         | 0        | ✓                |        |         |                            |  |
|                        |                              | BFDM – 593(A)    |               | 0                   | 2         | 0        | ✓                |        |         |                            |  |
|                        | Visual Merchandising         | BFDM(T) – 503(B) | 6             | 4                   | 0         | 0        | ✓                |        |         |                            |  |
|                        |                              | BFDM – 593(B)    |               | 0                   | 2         | 0        | ✓                |        |         |                            |  |
| DSE 2 (Any One)        | Fashion Photography          | BFDM(T) – 504(A) | 6             | 4                   | 0         | 0        | ✓                |        |         |                            |  |
|                        |                              | BFDM – 594(A)    |               | 0                   | 2         | 0        | ✓                |        |         |                            |  |
|                        | Fashion Communication        | BFDM(T) – 504(B) | 6             | 4                   | 0         | 0        | ✓                |        |         |                            |  |
|                        |                              | BFDM – 594(B)    |               | 0                   | 2         | 0        | ✓                |        |         |                            |  |
| <b>Semester Credit</b> |                              |                  | <b>24</b>     |                     |           |          |                  |        |         |                            |  |

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**Sixth Semester**

| Subject Type           | Course Name          | Course Code  | Credit Points | Credit Distribution |           |          | Mode of Delivery |        |         | Proposed MOOCs             |
|------------------------|----------------------|--------------|---------------|---------------------|-----------|----------|------------------|--------|---------|----------------------------|
|                        |                      |              |               | Theory              | Practical | Tutorial | Offline #        | Online | Blended |                            |
| CC 13                  | Portfolio Making     | BFDM(T) 601  | 6             | 4                   | 0         | 0        | ✓                |        |         | As per MAKAUT notification |
|                        |                      | BFDM 691     |               | 0                   | 2         | 0        | ✓                |        |         |                            |
| CC 14                  | Final Collection     | BFDM(T) 602  | 6             | 4                   | 0         | 0        | ✓                |        |         |                            |
|                        |                      | BFDM 692     |               | 0                   | 2         | 0        | ✓                |        |         |                            |
| DSE 3<br>(Any One)     | E-Commerce           | BFDM 603(A)  | 6             | 5                   | 0         | 1        | ✓                |        |         |                            |
|                        | Research Methodology | BFDM 603(B)  | 6             | 5                   | 0         | 1        | ✓                |        |         |                            |
| DSE 4<br>(Any One)     | Major Project        | BFDM 681 (A) | 6             | 1                   | 5         | 0        | ✓                |        |         |                            |
|                        | Internship           | BFDM 681 (B) | 6             | 1                   | 5         | 0        | ✓                |        |         |                            |
| <b>Semester Credit</b> |                      |              | <b>24</b>     |                     |           |          |                  |        |         |                            |

**Note:**

Major Project/Internship- (Students have to engage in a full length/capstone project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged in case of Internship.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will be followed by a report submission and viva as part of University examination.