

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

4th 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 MAKAUT T 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	✓			
Semester Credit			26							

Only in case offline classes are not possible due to reasons like COVID Pandemic the classes will be in synchronous online mode

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CC8- FASHION MARKETING

Code: BFDM-401

Credit: 5L+1T

Course Objectives:

Students will be able to demonstrate a coherent understanding of the various functions of marketing organizations within the fashion industry as well as analyze the marketing strategies and come up with creative solutions to problems within fashion industry and management.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Understand Retailing-Retail Strategies, Types of Retail organizations & Types of ownership etc.	M1
2	Outline Role of a fashion buyer, sourcing & various types of sourcing.	M2
3	Develop a working knowledge of Marketing & its functions & Marketing calendar. Understand Marketing Mix and its implementation. Understand and analyze Strategy planning.	M3, M4
4	Analyze Consumer Behavior.	M5
5	Explain Market research- Methods & data analysis.	M6
6	Analyze product lifecycle in relation to 4 p's of marketing	M7

Syllabus:

Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
Module 1	Retailing	9	15	1,2	N.A
Module 2	Role of a fashion buyer,	9	15	1,2	N.A
Module 3	Marketing	8	10	1,2	N.A
Module 4	Marketing Mix-Product	9	15	2,3	N.A
Module 5	Consumer Behavior	9	15	2,3	N.A
Module 6	Market research- Methods & data analysis.	8	15	2,3	N.A
Module 7	Product lifecycle in relation to 4 p's of marketing.	8	15	2,3	N.A
		60	100		

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	Tutorials	16			
	Total	76			

Detailed Course Curriculum:

Module I

Retailing-Retail Strategies & Types of Retailing, Store based retailers, Retail organization.
 Multiple unit stores- chain stores, group stores, franchises etc.
 Types of ownership- sole proprietorship, partnership, corporations and corporative society.
 Non store retailing-mail order, electronic retailing, direct selling, television retailing, tele marketing etc.

Module II

Definition, roles and responsibilities of a fashion buyer.
 Fabric sourcing, Garment sourcing, Local sourcing, National sourcing & International sourcing.
 Range Planning and its design and financial parameters like product mix, balance of range, costing and profitability, sourcing of range etc.

Module III

Marketing- Functions of marketing, Promotion, Selling, Product management, Marketing information management, Pricing, Financing, Distribution.
 Marketing calendar- definition, implementation and importance.

Module IV

5 marketing concepts- Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept.
 Marketing Mix- Product, Price, Place, Promotion & Importance of Marketing Mix.
 Transportation- Types & Importance, Logistics in the garment industry.
 Strategy planning- setting goals and objectives, analyzing internal and external factors (5C, SWOT, PEST analysis), product planning, implementation and tracking progress. Perceptual mapping.

Module V

Consumer Behavior- definition and importance. Costumer Profile Defining the consumer by: Sex, Age, Size, Season, Economic Status, Location and others.
 Segmentation-definition, importance and types of segmentation - demographic, geographic, psychographic, behavioral.

Module VI

Market research- Methods & data analysis. Definition and importance of research, types of research, Research objectives, Research Plan, Data collection, Types of data (primary, secondary etc.),

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Sampling, Research instruments- questionnaires and mechanical instruments.

Module VII

Product lifecycle-definition, importance and various methods of adapting product, price and promotional strategy according to where the product is in its lifecycle.

Suggested Reading:

1. The Fashion Business: Theory, Practice Image- Nicole White Ian Griffiths
2. Fashion Buying-Helen Goworek, Blackwell Science
3. Retail Buying-Jay Diamond, Gerald Pintel, Prentice Hall
4. Fashion Marketing. Micheal Easey
5. Management Gurus and Management Fashions. Brad Jackson.

CC9 – PROJECT: MENSWEAR DESIGNING

Code- BFDM 402

Credits- 4L+2P

Course Objectives:

This course is aimed to enable the student to remember and apply relevant professional knowledge, skills, discipline and ethics in design theory and practical application. The learnings gained from this course when put to use in conjunction with technical knowledge will enable the student to conceptualize and develop creative apparel design collection for men.

Course Outcomes (CO):

Sl. No	Course Outcome	Mapped modules
1	Remember & Understand the basic knowhow of modern menswear	M1
2	Demonstrate & Apply trend forecast to conceptualize a menswear collection	M2
3	Relate & Understand the evolution of menswear	M3
4	Understand & Apply design theory to develop a menswear collection	M4
5	Examine & Apply pattern making to develop the designs	M5
6	Apply, Analyze, Evaluate & Create a finished final garment with technical process documentation	M6

Theory: BFDM (T) 402

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CO	Blooms Level	Modules	%age of questions
CO1	1,2	Module 1	40
CO2	2,3	Module 2	10
CO3	1,2	Module 3	40
CO4	2,3	Module 4	10
			100

Practical: BFDM 492

CO	Blooms Level	Modules	%age of questions
CO1			
CO2	2,3	Module 2	25
CO3			
CO4	2,3	Module 4	25
CO5	1,2,3,4	Module 5	25
CO6	3,4,5,6	Module 6	25
			100

Detailed Course Curriculum:

Module I (Theory) (14 Hours)

Introduction to Menswear:

Menswear Categories

Fashion Styles

Body Types

Sizing and Measurement Charts + Fit Guide

Wardrobe Planning

Module II (14 Hours)

Study of Forecast: (Theory)

Trend and Forecast Analysis and Application

Design Process: (Practical)

10 boards documentation for developing a design collection

Module III (Theory) (14 Hours)

Evolution of Menswear: Tracing men's costume history from ancient to modern day

- *Civilizations* (Asiatic Empires, Greek, Roman, Egypt, Far East, Maya, Inca, Aztec, etc)

- *1st to 14th century* (Byzantium, Middle Ages, etc)

- *15th to 19th century* (Renaissance, Baroque, French Revolution, Rococo, Romantic Period, Victorian Era,

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Industrial Revolution, etc)

- *20th century* (Edwardian Era, Jazz Age, World Wars I and II, etc)

- *Modern Clothing* (Youth style and subcultures > Greasers, Beatniks, Teddy boy, Skinheads, Mods, Rock and Roll, Hippies, Disco, Punks, Grunge, Hip-Hop, Street Style, etc)

Identifying men's clothing types from cultures around the world based on

- Ethnic diversity

- Geographical location and Climatic conditions

- Traditional and Ritualistic

Module IV (14 Hours)

Design in Menswear: (Theory)

Application of elements and principles - Form, Shape, Space, Line, Color, Texture, Balance, Proportion, Emphasis, Rhythm and Harmony, etc in men's apparel design.

Material and Surface Exploration: (T+P)

Special emphasis on men's suiting and shirting textiles

Design Development: (Practical)

Range design

Flat Sketches

Hand and Digital Illustration

Module V (Practical) (10 Hours)

Pattern Making

Develop the patterns for the design collection

Create 1 basic Prototype of the final garment to be executed (toile, muslin)

Module VI (Practical) (10 Hours)

Technical Package [Tech Pack]:

Specification Sheet,

Construction Details,

Cost Sheet

Garment Construction: Execute 1 Final Garment from the Collection

Suggested Readings:

1. Elements of design and apparel design., Sumathy. G. New Age International Pvt. Ltd, 2002.
2. Art and Fashion in Clothing Selection, M.C. Gimsely and Harriot. T., Nova State Uty. Press, New York.
3. Fashion Design (Process, Innovation & Practice), Kathryn Mckelvey & Janine Munslow
4. Fashion from Concept to Consumer. Gini Stephens Frings
5. Introduction to Fashion Design. Patrick John Ireland
6. Encyclopaedia of Fashion Details. Patrick John Ireland
7. A History of Fashion. Kenneth, Black and Garland.
8. Fashion in the Western World. Doreen Yarwood, Trafalger Square.
9. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore
10. A History of Fashion, Black A.J. (1985) USA Orbits Publishing Ltd.
11. Understanding Fashion, UK, Rouse E. (1989), Blackwell Science.

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12. The Dictionary of Costume, UK, Wilcox T. Batsford Ltd.
13. The Art of Dress Clothes and Society, Ashelford J. ISBN 1500-1914, Amazon- com.
14. Clothing – An Introductory College Course, Beth Quinlan et al
15. The Concise History of Costume and Fashion, James Laver -Harry N. Abrams (1969)
16. History of Fashion, Rebecca Rissman, ABDO Publishing Company_ ABDO_ Essential Library (2014)
17. Western World Costume – An Outline History, Carolyn G. Bradley, Dover Publications, INC. (1954)
18. Historic Costume – From Ancient Times to the Renaissance, Tom Tierney, Dover Publications, INC.
19. The Complete History of Costume & Fashion, Bronwyn Cosgrave, Checkmark Books (2000)
20. Portfolio Presentation for fashion designers – Linda Tain, Fairchild Books, New York (2010)

CC10 – TECHNOLOGY OF GARMENT MANUFACTURING

Code- BFDM 403

Credits- 5L +1T

Course Objectives:

To enable the students to familiarize with the functions and procedures within an apparel production unit. To understand the technical aspect of garment manufacturing and to be able to translate the creative language of fashion designing into technical language of garment production.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Relate & Explain the basic knowledge about garment industry	M1
2	Remember & Understand the pre-production sampling process	M2
3	Demonstrate and develop a working knowledge of garment production process	M3, M4
4	Define and examine the technical aspect of garment industry	M3. M4
5	Relate & Outline different raw materials used for garment manufacturing	M5
6	Understand and develop a working knowledge of packaging & finishing of garments	M6

Syllabus:

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Module Number	Headline	Total Hours	%age of questions	Blooms Level	Remarks (If any)
Module 1	Introduction to clothing industry	6	12	1,2	
Module 2	Pre-Production sampling process	10	20	1,2	
Module 3	Cutting Room	12	20	2,3	
Module 4	Sewing Room	16	20	2,3	
Module 5	Trims	8	16	1,2	
Module 6	Finishing Room	8	12	1,2	
		60	100		
	Tutorials	16			
	Total	76			

Detailed Course Curriculum:

Module I

Introduction to Clothing Industry -
 History, growth and structure of the clothing industry
 Product categories,
 Different sectors of the industry Infrastructure and
 profile of a clothing factory.

Module II

Pre-production sampling Process -
 Importance of design in production
 Process involved in making a design sheet and development of a collection for each season.
 Development of fabric - Analysis of desk-loom and strike off. Sample analysis and approvals –
 Counter samples

Module III

Fabric inspection and cutting room –
 Inspection of fabric and its control,
 Various methods of spreading fabric,
 Use and importance of marker,
 Understanding of pattern and methods of laying patterns,
 Yardage control in cutting room,
 Types of cutting machine,
 Method of bundling and ticketing.
 Types of fusing,
 Operation of fusing machine,
 Quality aspects in fusing.

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Module IV

Sewing room -
Sewing Machines – types, uses and application
Use of different sewing machine attachments
Sewing – stitch type, uses, type and application
Different types of seams and their application
Sewing Thread & Needle types

Module V

Trims -
Details of various types of trims used (interlining, shoulder pads, buttons, thread, labels, hang tags, size disc, hanger, hook and bar, zippers, lining, pocketing),
Significance of each trim,
Sources of different trims

Module VI

Finishing room -
Pressing equipment.
Trimmings,
Packing,
Warehousing and shipping.
Quality control – from fabric to warehousing stage.

Suggested readings:

Introduction to Clothing Manufacture – Gerry Cooklin, Blackwell Science.
Carr and Latham's Technology of Clothing Manufacture – Devid J Tyler
Inside Fashion Design – Sharon Lee, Tate, Prentice Hall.
Apparel Manufacturing: Sewn product analysis, Ruth E Glock, Prentice hall.
Fashion Apparel and Accessories – Jay Diamond, Delmar Thomson Learning.
Stitch in Time: Learn Retailing & the Transformation of Manufacturing – Lessons. from the Apparel and Textile Industry, Frederich Albernathy, John T Dunlop, David Weil, Atticus Books

SEC 2 - NEW MEDIA SKILLS

Code: - BFDM 455

Credits- 2P

Course Objective: The course is designed to make students understand how new media is a break away from traditional media and to make them further understand the true scope and potential of digital media in this global village

Course Outcome:

Sl	Course Outcome (CO)	Mapped Module
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1	Explain and relate the basic concepts related to internet & new media	M1
2	Remember and understand the basic concept of blog writing	M2
3	Demonstrate the basic concept of online reporting and ethics in new media	M3

Syllabus:

Module Number	Headline	Total Hours	%age of Questions	Blooms Level	Remarks (if any)
Module 1	Internet as a medium of communication	10	25	1, 2	N.A.
Module 2	Blogs: Blogosphere	8	25	1, 2,3	N.A.
Module 3	Online reporting, editing & Ethics in new Media	10	50	1, 2, 3	N.A.
		28	100		

Detailed Syllabus:

<p>Module 1: Characteristics of new media</p> <p>Internet as a medium of communication: history and evolution of internet Characteristics of new media: The Advanced Research Project Agency – ARPANET – Cyberspace – The World Wide Web – Characteristics of New Media – Interactivity, Speed, Computer Mediated Communication, Digital Journalism Platform, Digital Marketing – New Media Aesthetics etc.</p>
<p>Module 2: Blogs: Blogosphere</p> <p>Techniques of Blog writing and creating a Blogging portal What is Blog? Definition of Blog – Blogging – Blogger</p> <p>History: Origins – Technology – Rise in Popularity – Impact – Mainstream Popularity</p> <p>Types</p> <p>Techniques of Blog writing and creating a Blogging portal</p>

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Blurring with the Mass Media

Blog versus Vlog

Consumer Generated Advertising

Legal and Social consequences

Module 3: Online reporting:

Language and style of Online Journalism on Social Media –Twitter, Instagram, YouTube, Facebook

Online Editing - Styles and Techniques

Ethics in New Media

Cyber Ethics (Defamation, Litigation, Misinformation, Regulations on Bulletin Board, Copyright on net etc.) Issues related to 'big data' and data theft

Suggested Readings

- Lev Manovich, The Language of New Media
- Manuel Castells, The Internet Galaxy
- Anuel Castells, Networks of Outrage and Hope: Social Movements in the Internet Age
- Interactive Design for New Media and the Web, Juppa
- Online News Gathering: Research and Reporting, Quinn & Lamble
- Convergent Journalism: An Introduction, Quinn & Filak
- Journalism in the Digital Age, Herbert
- Breaking News: The Craft and Technology of Online Journalism, Sunil Saxena