

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

6th 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 (Any One)	E-Commerce	BFDM 603(A)	6	5	0	1	✓				
	Research Methodology	BFDM 603(B)	6	5	0	1	✓				
DSE 4 (Any One)	Major Project	BFDM 681 (A)	6	1	5	0	✓				
	Internship	BFDM 681 (B)	6	1	5	0	✓				
Semester Credit			24								

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.

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CC13 – PORTFOLIO MAKING

CODE – BFDM 601/691

Credits- 4+2=6

Course Objectives:

This course aims to enable the student to apply professional knowledge and skills to evaluate and create a clear action plan for designing a portfolio through conceptualization to organization to dissemination.

Job-seeking design aspirants must capture the interest of potential clients and employers and hence need to develop a portfolio that clearly articulates who they are as designers. Through content development and strategic structuring, a portfolio highlights the skills, insights, vision, and potential each aspirant brings to the table, thus showcasing their work and helping them put their best creativity forward.

Course Outcomes (CO):

	Course Outcome	Mapped Modules
CO1	Apply & Analyze the fundamentals of portfolio development	M1
CO2	Apply & Analyze the evolution of portfolio through history of style	M1,M2
CO3	Apply & Analyze the core skills to Evaluate existing body of work & Create the finished projects	M2,M3
CO4	Apply & Analyze the project categories to Evaluate interest areas & Create focused specialized projects	M4
CO5	Analyze the forecast trends & Evaluate its application in the projects	M4,M5
CO6	Evaluate career opportunities & Create a complete portfolio with resume	M5,M6

Theory: BFDM 601

CO	Blooms Level	Modules	%age of questions
CO1	3,4	Module 1	10
CO2	3,4	Module 2	25
CO3	3,4,5,6	Module 3	15
CO4	3,4,5,6	Module 4	15
CO5	4,5	Module 5	25
CO6	5,6	Module 6	10
			100

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Practical: BFDM 691

CO	Blooms Level	Modules	%age of questions
CO1			
CO2			
CO3	3,4,5,6	Module 4	40
CO4	3,4,5,6	Module 5	40
CO5			
CO6	5,6	Module 6	20
			100

Detailed Course Curriculum:

Module I (Theory) (8 Hours)

Introduction to Portfolio:

Material selection, Portfolio Cases, Size and Technique

Traditional Fashion Portfolio, What to Include, Highlighting Special Skills, Focus, Unity, Variety and Flow

Presentation Formats & Customer Profiles

Module II (Theory) (8 Hours)

Evolution of the Portfolio through a History of Style:

- **20th century** (Turn-of-the-century, Pre-WWI, The Flapper, The Great Depression, WWII, Fitted Silhouettes, Fashion Revolution, Length options, Power Dressing, Retro Revisited, 2000 and Beyond)

Module III (T+P) (22 Hours)

Content Breakdown: (Theory)

Types of Presentation Boards

Flat Sketching

Measuring Specifications

Content Breakdown: (Practical)

- **Major Projects** (Intro, Conceptual and Research Storyboards, Design Spreads, Technical Drawings, Tech Pack, Catalogue)

Module IV (T+P) (22 Hours)

Special Project Content: (Theory)

Menswear

Kidswear

Fashion Accessories

Content Breakdown: (Practical)

- **Presentations** (Leave-Behind Piece, Look Book, Mailer, Design Journal)

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- **Minor Projects** (based on specialized fashion profiles)

Module V (Theory) (8 Hours)

Forecast Analysis: WGSN

Season's Main Forecasts (Women, Men, Kids, etc)
Trend Reports for the Year,
Textile/Trims/Graphics Trends,
Fashion Week Catwalk Analysis,
Collection Review Key Items,
Core Items by Apparel Category,
Accessories Trends (Bags, Footwear, Eyewear, Jewellery, Soft)

Module VI (T+P) (8 Hours)

Navigating the Job Market: (Theory)

Company Organizations & Fashion Profiles
Design Categories & Market Overview
Interview Preparation & Post-Interview Process
Freelance Designing & Career Mapping

Navigating the Job Market: (Practical)

Resume Styles & Strategies + Cover Letter
Digital and/or A/V clip + Social Media presence

Suggested Readings:

1. Portfolio Presentation for fashion designers – Linda Tain, Fairchild Books, New York (2010)
2. Elements of design and apparel design., Sumathy. G. New Age International Pvt. Ltd, 2002.
3. Art and Fashion in Clothing Selection, M.C. Gimsely and Harriot. T., Nova State Uty. Press, New York.
4. Fashion Design (Process, Innovation & Practice), Kathryn Mckelvey & Janine Munslow
5. Fashion from Concept to Consumer. Gini Stephens Frings
6. Introduction to Fashion Design. Patrick John Ireland
7. Encyclopaedia of Fashion Details. Patrick John Ireland
8. A History of Fashion. Kenneth, Black and Garland.
9. Fashion in the Western World. Doreen Yarwood, Trafalger Square.
10. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore
11. A History of Fashion, Black A.J. (1985) USA Orbits Publishing Ltd.
12. Understanding Fashion, UK, Rouse E. (1989), Blackwell Science.
13. The Dictionary of Costume, UK, Wilcox T. Bats ford Ltd.
14. The Art of Dress Clothes and Society, Ashelford J. ISBN 1500-1914, Amazon- com.
15. Clothing – An Introductory College Course, Beth Quinlan etal
16. The Concise History of Costume and Fashion, James Laver -Harry N. Abrams (1969)
17. History of Fashion, Rebecca Rissman, ABDO Publishing Company_ABDO_Essential Library (2014)
18. Western World Costume – An Outline History, Carolyn G. Bradley, Dover Publications, INC. (1954)
19. Historic Costume – From Ancient Times to the Renaissance, Tom Tierney, Dover Publications, INC.
20. The Complete History of Costume & Fashion, Bronwyn Cosgrave, Checkmark Books (2000)

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CC14 – FINAL COLLECTION

CODE – BFDM 602/692

Credits- 4+2=6

Course Objectives:

This course enables the student to apply the entire course learning, both academic and professional, skills to create a complete apparel design collection through conceptualization, design development, execution, and presentation.

Course Outcomes (CO):

	Course Outcome	Mapped Modules
CO1	Determining (apply) & Deducing (analyze) potential design collections using the forecast	M1
CO2	Sketching (apply) & Illustrating (analyze) design developments Displaying (apply) & Structuring (analyze)the design process	M1,M2
CO3	Testing & Measuring (evaluate) design practicality Creating & Simulating (create) technical drawings pre-construction	M2,M3
CO4	Assessing (evaluate) & Constructing (create) muslin fits for collection	M3,M4
CO5	Constructing (create) the final apparel design collection	M4,M5
CO6	Directing & Building (create) the visual story-telling package of the collection	M5,M6

Theory: BFDM 602

CO	Blooms Level	Modules	%age of questions
CO1	3,4	Module 1	30
CO2	3,4	Module 2	10
CO3	5,6	Module 3	50
CO4			
CO5			
CO6	3,4,5,6	Module 6	10
			100

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Practical: BFDM 692

CO	Blooms Level	Modules	%age of questions
CO1	3,4	Module 1	15
CO2	3,4	Module 2	15
CO3	4,5,6	Module 3	15
CO4	5,6	Module 4	15
CO5	4,5,6	Module 5	25
CO6	3,4,5,6	Module 6	15
			100

Detailed Course Curriculum:

Module I (T+P) (14 Hours)

Forecast Analysis: WGSN (Theory)

Study the Year's Seasons Forecast as research towards creating possible collections

Design Proposals for Final Collection: (Practical)

Conceptual & Research Storyboards (Digital & Tactile Board)

Ideation Sketches

Module II (T+P) (12 Hours)

Fashion Illustration & CAD (Theory)

Illustration Styles & Illustrators

Design Process & Development: (Practical)

Digital documentation

Final Collection Illustrated Range

Module III (T+P) (14 Hours)

Technical Knowledge (Theory)

Pattern Making Know-How

Design Software Know-How

Technical Knowledge (Practical)

Pattern Development

Digital Flat Sketch Development

Module IV (Practical) (12 Hours)

Final Collection Toile (muslin) Fits Construction

Digital Tech Pack Development

Module V (Practical) (12 Hours)

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Final Collection Garments Construction

Module VI (T+P) (12 Hours)

Fashion Styling & Communication: (Theory)

Popular Editorial Styles

Iconic Fashion Photographers

Current Market Trends

Fashion Styling & Communication: (Practical)

Photo Shoot & Edit [Look Book]

Video Shoot & Edit [Digital Content]

Suggested Readings:

21. Portfolio Presentation for fashion designers – Linda Tain, Fairchild Books, New York (2010)
22. Elements of design and apparel design., Sumathy. G. New Age International Pvt. Ltd, 2002.
23. Art and Fashion in Clothing Selection, M.C. Gimsely and Harriot. T., Nova State Uty. Press, New York.
24. Fashion Design (Process, Innovation & Practice), Kathryn Mckelvey & Janine Munslow
25. Fashion from Concept to Consumer. Gini Stephens Frings
26. Introduction to Fashion Design. Patrick John Ireland
27. Encyclopaedia of Fashion Details. Patrick John Ireland
28. A History of Fashion. Kenneth, Black and Garland.
29. Fashion in the Western World. Doreen Yarwood, Trafalger Square.
30. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore
31. A History of Fashion, Black A.J. (1985) USA Orbits Publishing Ltd.
32. Understanding Fashion, UK, Rouse E. (1989), Blackwell Science.
33. The Dictionary of Costume, UK, Wilcox T. Bats ford Ltd.
34. The Art of Dress Clothes and Society, Ashelford J. ISBN 1500-1914, Amazon- com.
35. Clothing – An Introductory College Course, Beth Quinlan etal
36. The Concise History of Costume and Fashion, James Laver -Harry N. Abrams (1969)
37. History of Fashion, Rebecca Rissman, ABDO Publishing Company_ABDO_Essential Library (2014)
38. Western World Costume – An Outline History, Carolyn G. Bradley, Dover Publications, INC. (1954)
39. Historic Costume – From Ancient Times to the Renaissance, Tom Tierney, Dover Publications, INC.
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DSE 3 – E-COMMERCE

CODE – BFDM 603(A)

Credits- 5L+1T

Course Objectives:

To explain development and wider scope of future prospect in electronic media related to fashion product distribution.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Analyze the basics of multimedia & web designing	M1
2	Apply e-commerce policy and theories	M1,M2
3	Analyze and evaluate electronic communication and payment protocols	M2,M3
4	Analyze and evaluate Quality and e commerce strategies	M3,M4
5	Apply and analyze supply chain & e-commerce implementation cost	M4,M5
6	Evaluate and create Business development theory	M4, M5,M6

Theory:

CO	Blooms Level	Modules	%age of questions
CO1	3,4	Module 1	15
CO2	3	Module 2	15
CO3	3,4,5	Module 3	15
CO4	3,4,5	Module 4	20
CO5	3,4	Module 5	15
CO6	5,6	Module 6	20
			100

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Detailed Course Curriculum:

Module I (8 Hours)

- Multimedia system design and development,
- Web site design strategies
- Computer Systems in Electronic Business

Module II (12 Hours)

- Business Process Re-Engineering
- E-commerce Policy and Theory

Module III (8 Hours)

- International trading network & communication protocols
- Electronic payment standards & Legal considerations

Module IV (8 Hours)

- E-Commerce strategy, Marketing and Business Processes
- E-commerce Security Requirements & quality assurance

Module V (12 Hours)

- E-supply chains, E-procurements
- E-commerce Implementation Costs

Module VI (12 Hours)

- Business Development and Digital Strategy
- E-commerce Experience & Customer Service Expectations

Tutorial- 16 hours

Suggested Readings:

1. E-Commerce, P.T. Joseph, PHI
2. Multimedia Systems Design, Andleigh, PHI
3. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
4. Multimedia & Web Create, Coorough, VIKAS
5. Streaming Multimedia Bible with CD, Steve, Wiley Dreamtech
6. E-Commerce, Oka, EPH.
7. Beginning E-Commerce, Reynolds, SPD/WROX

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DSE 3– RESEARCH METHODOLOGY

CODE – BFDM 603 (B)

Credits- 5L+1T

Course Objectives:

To provide an outline and evaluation about how research is being done, and to put that knowledge into practice

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Analyze and evaluate basic components of research	M1
2	Apply topic selection and formulation of research objective	M1,M2
3	Apply and evaluate the process of literature review and indexing	M2,M3
4	Analyze research methodology	M3,M4
5	Apply and create planning of work and writing a research report	M4,M5
6	Apply statistics in research	M5,M6

Theory:

CO	Blooms Level	Modules	%age of questions
CO1	4,5	Module 1	10
CO2	3,4	Module 2	10
CO3	3,4,5	Module 3	10
CO4	3,4	Module 4	20
CO5	3,4,5,6	Module 5	20
CO6	3,4,5	Module 6	30
			100

Detailed Course Curriculum:

Module I (8 Hours)

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- Introduction to research;
- Definitions and characteristics of research;
- Types of research;
- Main components of any research work.

Module II (8 Hours)

- Topic Selection:
- Learning Objectives;
- Problem identification;
- Criteria for prioritizing problems for research.
- Analysis and Statement of the problem:
- Learning Objectives;
- Analyzing the problem;
- Formulating the problem statement.
- Formulation of the research objectives.

Module III (8 Hours)

- Literature review:
- Uses of literature review;
- Source of information;
- Organization of information on index cards.

Module IV (8 Hours)

- Research methodologies:
- Study population;
- Variables;
- Sampling;
- Sample size determination;
- Plan for data collection;
- Methods of data collection;
- Plan for data processing and analysis;
- Ethical considerations.

Module V (8 Hours)

- Work Plan;
- Major components and outline of the different phases in a research process;
- Summary of the major components of a research proposal;
- Fieldwork;
- Writing a research report.

Module VI (20 hours)

- Quantitative Methods:

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- Statistics:
- Probability & Sampling distribution;
- Estimation,
- Hypothesis testing & application;
- Correlation & regression analysis.

Tutorial-16 hours

Suggested Readings:

1. Montgomery, Douglas C: Design and Analysis of Experiments ,Wiley India
2. Montgomery, Douglas C. &Runger, George C: Applied Statistics & probability for Engineers, Wiley India
3. Kothari C.K: Research Methodology – Methods and Techniques, New Age International.
4. Krishnswamy, K.N., Shivkumar, Appalyer and Mathiranjani M: Management Research Methodology; Integration of Principles, Methods and Techniques, Pearson Education.
5. Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.