

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**  
**(Formerly West Bengal University of Technology)**  
**Syllabus of B.Sc. Sustainable Fashion Design & Management**  
**(Effective from 2023-24 Academic Sessions)**

**Semester VII**

| <b>SEMESTER – VII (Honours)</b> |                 |                    |                                   |          |          |          |               |
|---------------------------------|-----------------|--------------------|-----------------------------------|----------|----------|----------|---------------|
| <b>SL. No.</b>                  | <b>Category</b> | <b>Course Code</b> | <b>Course Title</b>               | <b>L</b> | <b>T</b> | <b>P</b> | <b>Credit</b> |
| 1                               | DSC             | BSFD 701           | Career Planning and Management    | 5        | 0        | 0        | 5             |
| 2                               | DSC             | BSFD 702           | Fashion Marketing & Merchandising | 3        | 1        | 0        | 4             |
| 3                               | SEC             | SEC 781            | Film & Costume Design (SESSIONAL) | 0        | 0        | 5        | 5             |
| 4                               | DSE             | MIM 701            | Consumer Behavior                 | 3        | 1        | 0        | 4             |
| 5                               | DSE             | MIM 702            | Intellectual Property Rights      | 3        | 1        | 0        | 4             |

**[Credit Hours: 1 Theory Credit = 15 hours, 1 Practical Credit = 30 hrs]**

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**Course Name: Career Planning and Management**

**Mode: Offline**

**Credits: 5**

**SUB CODE: BSFD701**

**Aim of the Course:** The aim of the course is to prepare students for successful professional careers in the fashion and design industry by developing career planning skills, professional ethics, entrepreneurial awareness, communication abilities, and industry readiness.

**Course Objectives:** The course is aimed to help students understand career opportunities within the fashion and lifestyle industry. Students will develop professional communication skills, portfolio presentation abilities, interview techniques, and workplace ethics. The course also focuses on entrepreneurship, leadership qualities, networking strategies, and personal branding to enhance employability and professional growth in the fashion sector.

| Sl. | Graduate attributes                                                                                        | Mapped modules |
|-----|------------------------------------------------------------------------------------------------------------|----------------|
| CO1 | The students will get an understanding of career opportunities in the fashion and design industry.         | M2             |
| CO2 | The students will develop professional communication and interpersonal skills.                             | M2             |
| CO3 | The students shall get knowledge about resume writing, portfolio development, and interview preparation.   | M2             |
| CO4 | The students shall understand workplace ethics and professional behavior in the fashion industry.          | M1             |
| CO5 | The students will understand entrepreneurship and business opportunities in fashion and lifestyle sectors. | M3             |
| CO6 | The students will understand industry expectations and adapt to professional work culture.                 | M4             |
| CO7 | The students will enhance networking, personal branding, and professional presentation skills.             | M4             |

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**Learning Outcome/Skills:**

The candidates should demonstrate knowledge of career development strategies, professional etiquette, communication skills, portfolio presentation, entrepreneurship, and industry practices relevant to fashion and design professions. Students should be able to prepare professional resumes and portfolios, participate confidently in interviews, and understand workplace responsibilities and career growth opportunities.

Knowledge and understanding should be demonstrated in the areas of

- (1) Career Awareness,
- (2) Professional Communication,
- (3) Portfolio Development,
- (4) Workplace Ethics,
- (5) Entrepreneurship & Leadership,
- (6) Career Management Skills.

| Module Number       | Content                                                    | Total Hours | %of questions | Bloom Level (applicable) | Remarks, if any |
|---------------------|------------------------------------------------------------|-------------|---------------|--------------------------|-----------------|
| <b>THEORY</b>       |                                                            |             |               |                          |                 |
| <b>M1</b>           | Introduction to Career Planning in Fashion Industry        | <b>20</b>   | <b>25</b>     | <b>1,2,3</b>             | <b>NA</b>       |
| <b>M2</b>           | Professional Communication, Resume & Portfolio Development | <b>15</b>   | <b>30</b>     | <b>1,2,3</b>             | <b>NA</b>       |
| <b>M3</b>           | Workplace Ethics and Professional Practices                | <b>20</b>   | <b>20</b>     | <b>1,2</b>               | <b>NA</b>       |
| <b>M4</b>           | Entrepreneurship, Leadership and Career Management         | <b>20</b>   | <b>25</b>     | <b>1,2</b>               | <b>NA</b>       |
| <b>Total Theory</b> |                                                            | <b>75</b>   | <b>100</b>    |                          |                 |

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**Detailed Syllabus**

**Module 1: Introduction to Career Planning in Fashion Industry**

Overview of fashion and design industries.  
Career opportunities in fashion design, styling, merchandising, textile design, fashion communication, retail, and entrepreneurship.  
Understanding job roles and industry expectations.  
Career goal setting and self-assessment techniques.  
Emerging career trends in sustainable fashion and creative industries.

**Total Hours: 20**

**Module 2: Professional Communication, Resume & Portfolio Development**

Professional verbal and non-verbal communication.  
Business communication and email etiquette.  
Resume writing and cover letter preparation.  
Portfolio development and presentation techniques for fashion professionals.  
Interview preparation skills, group discussion, and professional presentation.

**Total Hours: 15**

**Module 3: Workplace Ethics and Professional Practices**

Professional ethics and workplace discipline.  
Time management and stress management.  
Workplace diversity and team collaboration.  
Professional conduct and organizational behaviour.

**Total Hours: 20**

**Module 4: Entrepreneurship, Leadership and Career Management**

Introduction to entrepreneurship in fashion and lifestyle industries.  
Leadership qualities and team management.  
Networking and professional relationship building.  
Personal branding and digital presence for fashion professionals.  
Career growth strategies and long-term career management.

**Total Hours: 20**

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**Suggested Readings:**

**Books**

1. Butterick, Keith, *Introducing Business and Management*, Routledge Publications.
2. Seely, John, *Oxford Guide to Effective Writing and Speaking*, Oxford University Press.
3. Jones, Sue Jenkyn, *Fashion Design*, Laurence King Publishing.
4. Posner, Harriet, *Marketing Fashion*, Laurence King Publishing.
5. Frings, Gini Stephens, *Fashion: From Concept to Consumer*, Pearson Education.
6. Bivins, Thomas H., *Professional Communication Ethics*, Routledge.
7. Kawamura, Yuniya, *Fashion-ology: An Introduction to Fashion Studies*, Bloomsbury Academic.
8. Norman, Don, *The Design of Everyday Things*, Basic Books.
9. Schawbel, Dan, *Promote Yourself: The New Rules for Career Success*, St. Martin's Press.
10. Carnegie, Dale, *How to Win Friends and Influence People*, Simon & Schuster.

**Websites**

- [Business of Fashion](#)
- [Fashion United](#)
- [LinkedIn Learning](#)
- [Fashion Network](#)

**Videos**

- [Interview Skills and Career Preparation](#)
- [Fashion Career Opportunities](#)
- [Professional Communication Skills](#)

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**Course Name: Fashion Marketing & Merchandising**

**Mode: Offline**

**Credits: Credits: 4 (3T + 1 Tutorial)**

**SUB CODE: BSFD702**

**Aim of the Course:** The aim of the course is to provide students with comprehensive knowledge of fashion marketing and merchandising processes, enabling them to understand consumer behavior, market trends and retail operations, branding strategies, and merchandising techniques within the fashion and lifestyle industry.

**Course Objectives:** The course is aimed to help students understand the fundamentals of fashion marketing, merchandising practices, and retail management. Students will develop knowledge about consumer behaviour, product planning, fashion forecasting, branding, visual merchandising, and promotional strategies. The course also focuses on communication, market analysis, and professional merchandising practices within the global fashion industry.

| Sl. | Graduate attributes                                                                                    | Mapped modules |
|-----|--------------------------------------------------------------------------------------------------------|----------------|
| CO1 | The students will get an understanding of the fundamentals of fashion marketing and merchandising.     | M1             |
| CO2 | The students will develop knowledge about consumer behavior and market trends in fashion industries.   | M2             |
| CO5 | The students shall understand fashion forecasting and product planning techniques.                     | M2             |
| CO4 | The students shall get knowledge about branding, retail management, and promotional strategies.        | M3             |
| CO3 | The students will understand visual merchandising and retail presentation techniques.                  | M4             |
| CO6 | The students will develop professional communication and merchandising management skills.              | M4             |
| CO7 | The students will develop analytical and strategic thinking abilities for fashion business management. | M4             |

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**Learning Outcome/Skills:**

The students should demonstrate knowledge of fashion marketing concepts, merchandising strategies, retail operations, branding, and market analysis. Students should be able to analyze fashion markets, understand consumer preferences, prepare merchandising plans, and apply branding and promotional techniques in the fashion and lifestyle industry.

Knowledge and understanding should be demonstrated in the areas of

- (1) Fashion Marketing Principles,
- (2) Consumer Behavior,
- (3) Merchandising Techniques,
- (4) Fashion Forecasting,
- (5) Branding & Retail Management,
- (6) Visual Merchandising & Promotion.

| Module Number       | Content                                                             | Total Hours | %of questions | Bloom Level (applicable) | Remarks, if any |
|---------------------|---------------------------------------------------------------------|-------------|---------------|--------------------------|-----------------|
| <b>THEORY</b>       |                                                                     |             |               |                          |                 |
| <b>M1</b>           | Introduction to Fashion Marketing and Merchandising                 | <b>10</b>   | <b>25</b>     | <b>1,2</b>               | <b>NA</b>       |
| <b>M2</b>           | Consumer Behavior, Fashion Forecasting and Product Planning         | <b>12</b>   | <b>30</b>     | <b>1,2,3</b>             | <b>NA</b>       |
| <b>M3</b>           | Branding, Retail and Visual Merchandising                           | <b>10</b>   | <b>20</b>     | <b>1,2</b>               | <b>NA</b>       |
| <b>M4</b>           | Promotion, Merchandising Management and Fashion Business Strategies | <b>13</b>   | <b>25</b>     | <b>1,2,3</b>             | <b>NA</b>       |
| <b>Total Theory</b> |                                                                     | <b>45</b>   | <b>100</b>    |                          |                 |
| <b>Tutorial</b>     |                                                                     | <b>15</b>   |               |                          |                 |
| <b>TOTAL</b>        |                                                                     | <b>60</b>   |               |                          |                 |

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**Detailed Syllabus**

**Module 1: Introduction to Fashion Marketing and Merchandising**

Introduction to fashion marketing and merchandising.  
Role and importance of merchandising in fashion industries.  
Fashion market structure and segmentation.  
Functions of fashion merchandisers.  
Introduction to fashion retailing and merchandising cycles.

**Total Hours: 10**

**Module 2: Consumer Behaviour, Fashion Forecasting and Product Planning**

Consumer buying behaviour in fashion markets.  
Factors influencing fashion consumption.  
Fashion forecasting techniques and trend analysis.  
Product development and assortment planning.  
Seasonal merchandising and line development.

**Total Hours: 12**

**Module 3: Branding, Retail and Visual Merchandising**

Branding concepts and brand identity in fashion industries.  
Retail formats and retail management.  
Store layout and retail presentation.  
Visual merchandising techniques and display planning.  
Packaging and promotional presentation strategies.

**Total Hours: 10**

**Module 4: Promotion, Merchandising Management and Fashion Business Strategies**

Fashion advertising and promotional strategies.  
Digital marketing and social media marketing in fashion industries.  
Pricing strategies and merchandising management.  
Supply chain and inventory management basics.  
Professional ethics and sustainable practices in fashion business.

**Total Hours: 13**



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**TUTORIAL**

**Credit: 1**

**Total Hours: 15**

1. Market survey and consumer behavior analysis.
2. Fashion trend forecasting and mood board preparation.
3. Brand analysis and case study presentations.
4. Store layout and visual merchandising exercises.
5. Product assortment and merchandising planning activities.
6. Promotional campaign and fashion marketing strategy development.
7. Retail visit and merchandising observation report.

**Suggested Readings:**

**Books**

1. Easey, Mike, *Fashion Marketing*, Wiley Publications.
2. Posner, Harriet, *Marketing Fashion*, Laurence King Publishing.
3. Frings, Gini Stephens, *Fashion: From Concept to Consumer*, Pearson Education.
4. Diamond, Jay & Diamond, Ellen, *Fashion Retailing*, Fairchild Publications.
5. Jackson, Tim & Shaw, David, *Fashion Marketing*, Palgrave Macmillan.
6. Tony Hines & Margaret Bruce, *Fashion Marketing: Contemporary Issues*, Routledge.
7. Packard, Mary, *Successful Fashion Merchandising*, Fairchild Books.
8. Tungate, Mark, *Fashion Brands: Branding Style from Armani to Zara*, Kogan Page.
9. Easey, Mike, *Fashion Buying*, Wiley Publications.
10. Levy, Michael & Weitz, Barton, *Retailing Management*, McGraw Hill.

**Websites**

- [Business of Fashion](#)
- [Fashion United](#)
- [WGSN](#)
- [Fashion Network](#)
- [Retail Design Blog](#)

**Videos**

- Introduction to Fashion Marketing
- Visual Merchandising Basics
- Consumer Behavior in Fashion Industry

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**Course Name: Film & Costume Design**

**Mode: Offline**

**Credits: 5**

**SUB CODE: SEC 781 (Sessional)**

**Aim of the Course:** The course aims to introduce students to the fundamentals of film costume design, enabling them to understand the relationship between costume, character, and storytelling. It develops skills required to conceptualize, design, and execute costumes for film and visual media.

**Course Objectives:** The course is designed to help students understand the role of costume in film and media. It provides knowledge of character analysis, script interpretation, and visual storytelling through costumes. Students will learn costume research, fabric selection, styling, and costume production techniques. The course also focuses on developing creative and technical skills required for costume design in cinema and digital media.

| <b>Sl.</b> | <b>Graduate attributes</b>                                                              | <b>Mapped modules</b> |
|------------|-----------------------------------------------------------------------------------------|-----------------------|
| <b>CO1</b> | Students will understand the role of costume in film and storytelling.                  | <b>M1</b>             |
| <b>CO2</b> | Students will develop skills in script and character analysis for costume design.       | <b>M2</b>             |
| <b>CO3</b> | Students will learn research techniques for historical and contemporary costume design. | <b>M2</b>             |
| <b>CO4</b> | Students will understand fabric selection, color, and styling for characters.           | <b>M3</b>             |
| <b>CO5</b> | Students will develop skills in costume illustration and rendering.                     | <b>M4</b>             |
| <b>CO6</b> | Students will understand costume production and wardrobe management.                    | <b>M4</b>             |
| <b>CO7</b> | Students will be able to design costumes for different genres and film settings.        | <b>M4</b>             |

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**Learning Outcome/Skills:**

Students will develop an understanding of costume design as a visual storytelling tool in films. They will gain skills in character analysis, costume illustration, fabric knowledge, and styling. The course enhances creative thinking, research ability, and practical execution skills in costume production. Students will also learn presentation and communication skills relevant to the film and fashion industry.

| <b>Module Number</b>   | <b>Content</b>                            | <b>Total Hours</b> | <b>%of questions</b> | <b>Bloom Level (applicable)</b> | <b>Remarks, if any</b> |
|------------------------|-------------------------------------------|--------------------|----------------------|---------------------------------|------------------------|
| <b>THEORY</b>          |                                           |                    |                      |                                 |                        |
| <b>M1</b>              | Introduction to Film & Costume Design     | <b>30</b>          | <b>20</b>            | <b>1,2</b>                      | <b>NA</b>              |
| <b>M2</b>              | Character Analysis & Costume Illustration | <b>30</b>          | <b>20</b>            | <b>1, 2, 3</b>                  | <b>NA</b>              |
| <b>M3</b>              | Fabric, Color & Styling in Film Costumes  | <b>30</b>          | <b>20</b>            | <b>1, 2</b>                     | <b>NA</b>              |
| <b>M4</b>              | Costume Production & Wardrobe Management  | <b>30</b>          | <b>20</b>            | <b>1, 2, 3</b>                  | <b>NA</b>              |
| <b>M5</b>              | Costume Development & Final Execution     | <b>30</b>          | <b>20</b>            | <b>4, 5, 6, 7</b>               | <b>NA</b>              |
| <b>Total Sessional</b> |                                           | <b>150</b>         | <b>100</b>           |                                 |                        |
| <b>TOTAL</b>           |                                           | <b>150</b>         |                      |                                 |                        |

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**Detailed Syllabus**

**Module 1: Introduction to Film & Costume Design**

- Introduction to film costume design and its importance
- Role of costume designer in film production
- Elements of costume design (silhouette, color, texture, accessories)
- Relationship between costume, character, and narrative
- Overview of film genres and costume styles

**Total Hours: 30**

**Module 2: Character Analysis & Costume Illustration**

- Script reading and character breakdown
- Understanding personality, era, and setting
- Research methods (historical, cultural, contemporary)
- Costume sketching and rendering techniques
- Mood boards and concept development

**Total Hours: 30**

**Module 3: Fabric, Color & Styling in Film Costumes**

- Fabric types and their suitability for film costumes
- Color psychology and symbolism in films
- Costume styling and accessorizing
- Hair, makeup, and overall look coordination
- Costume continuity in films

**Total Hours: 30**

**Module 4: Costume Development Documentation**

- Fabric sourcing and material selection for costume development
- Preparation of technical packs for costume production
- Cost sheet preparation and budgeting
- Toile preparation and fit analysis
- Documentation of design development process
- Final costume construction and garment finishing

**Total Hours: 30**

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**Module 5: Costume Development & Final Execution**

1. Character-based costume concept development through mood board preparation
2. Fabric sourcing and swatch board development for selected costume themes
3. Preparation of technical packs for costume production
4. Cost sheet preparation for costume development
5. Toile development and fit analysis for selected costume designs
6. Documentation of design development process
7. Final costume construction and garment finishing
8. Presentation of completed costume portfolio with technical documentation

**Total Hours: 30**

**Suggested Readings:**

**Books:**

1. Deborah Nadoolman Landis – *Dressed: A Century of Hollywood Costume Design*
2. Linda Seger – *Creating Unforgettable Characters*
3. Rosane Muniz – *Costume Design for Film*
4. John Mollo – *The Movie Costume Book*
5. Holly Cole & Kristin Burke – *Costume Design in the Movies*

**Websites:**

- <https://www.vam.ac.uk>
- <https://fashionhistory.fitnyc.edu>
- <https://www.costumedesignersguild.com>

**Videos:**

- Costume design breakdown videos (YouTube)
- Behind-the-scenes costume production in films