Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Name of Program: B.Sc. (Fashion Design)

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BSFD601	DCS	FASHION MERCHANDISING	60	20	20	0	0	4	1	0	5

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):
1. Course will provide knowledge about the merchandising process.
2. Student will gain knowledge about the trends of fashion, marketing, sourcing of garment materials and markets

Course Outcomes (COs):

Students will be able:
1. Apply the knowledge in marketing of garment.
2. Prepare the plan for sales of garment.
3. Analyze the factors contributing to the trends of fashions.

Course Contents:

UNIT 1
Marketing Segmentation, Targeting & Positioning
Marketing: Objectives and functions
Types of markets - domestic and international. Consumer behavior, Marketing mix,. Market segmentation. Fashion, image and positioning.

UNIT II
Introduction to Merchandising & Types of Samples
Merchandising: Definition, scope and function of merchandising, role and responsibilities of merchandiser, merchandise planning, types of merchandising buying cycle, different types of samples-Fit Sample, Proto Sample, Sales man Samples, Size Set Sample, GPT ,PP and TOP Sample.

UNIT III
Fashion Retailing
Fashion Merchandising: Principles, Scope, Components of Fashion.
Fashion retailing: Types of retail operations, different store formats-Departmental, Specialty, Discount, Factory Outlet, Limited Line

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Visual merchandising: Definition and purpose, prerequisites of store layout

UNIT IV
Apparel Sourcing & Costing
> Pricing and Sourcing: Determining Pricing of apparel products, Factors affecting price structure in apparel.
> Sourcing - Definition, Need and important factors in sourcing, Methods of sourcing,

UNIT V
Merchandising Functions
> Time Management: Time management in merchandising, production scheduling, fashion forecasting, Computer applications in merchandising.

References:
1. Path for Merchandising- A Step by Step Approach – Moore E. C., Thames and Hudson Ltd., London, 2001.
2. Marketing Management – Barotia V. , Mangal Deep Publication, New Delhi, 2001.
3. Inside the Fashion Business – Jarnow J. and Dickerson K. G., Prentice Hall, New Delhi, 1997.
4. Fashion Merchandising – Stone L., McGraw Hill Books, Singapore, 1985.

BBAI601 ENTREPRENEURSHIP

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Assessment*	END SEM University Exam	Teachers Assessment*				
BBAI601	Entrepreneurship	60	20	20	-	-	4	-		4

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;
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Course Objectives

The objective of the course is to introduce students to the process of venture creation and discuss the core issues in creating a successful business. It also explains the students the major strategic decisions that entrepreneurs must make when creating a business.

Course Outcomes

1. Understanding the major strategic decisions that entrepreneurs must make when creating a business.
2. Familiarize the students with operational and organizational challenges during the start-up phase

COURSE CONTENT

Unit I: Introduction to Entrepreneurship

1. Meaning and concept of entrepreneurship,
2. History of entrepreneurship development,
3. Role of entrepreneurship in economic development,
4. Agencies in entrepreneurship management
5. Future of entrepreneurship.

Unit II: The Entrepreneur

1. Meaning of entrepreneur,
2. Skills required to be an entrepreneur,
3. Entrepreneurial decision process, and role models,
4. Mentors and support system.

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Unit III: Business Opportunity Identification
1. Business ideas,
2. Methods of generating ideas,
3. Opportunity recognition

Unit IV: Preparing a Business Plan
1. BMeaning and significance of a business plan, components of a business plan, and feasibility study,
2. Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks

Unit V: Launching the New Venture
1. Choosing the legal form of new venture, protection of intellectual property, and marketing the new venture,
2. Managing Growth in New Venture: Characteristics of high growth new ventures, strategies for growth, and building the new venture capital

Suggested Readings

1. Dorf, R.C. (2007). *Technology Ventures: From Idea to Enterprise with Student DVD.* McGraw-Hill Higher Education: New York.
2. Shane, S. and Ventakaraman, S. (2000). *The promise of entrepreneurship as a field of research*. Academy of Management Review
3. Baron, J.N. and Hannan, M.T. (2002) *Organizational Blueprints for success in High-Tech start-ups.* California Management Review.
4. Swiercz, P.M. and Lydon, S.R. (2002). *Entrepreneurial leadership in high-tech firms: a field of study.* Leadership and Organization Development.
5. Berry, M.M.J. and Taggert, J.H. (1994). *Managing technology and innovation: a review*. Journal of R& D Management Journal.

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			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BSFD602	DCS	PORTFOLIO MAKING AND PRESENTATION	60	20	20	30	20	3	1	2	5

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):
1. To make students understand the importance and significance of portfolios and presentations
2. To impart practical skills for portfolio presentations.

Course Outcomes (COs):
Students will be able:
1. Present a season or occasion Mood board, Story board, and Fabric board, colour board– to be presented separately or in a combined form.

Course Contents:

UNIT I
Introduction to Portfolio Making
Portfolio preparation, Definition, types and importance, Contents of portfolio, Different portfolio presentation skills and Material management

UNIT II
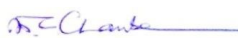**Fashion Forecasting & Portfolio Making**
Fashion Forecasting and colour Forecasting, Use of online service for forecasting. Choosing forecast, Mood Board, client board and Colour board, Swatch Board ,Illustrations and Flat sketches Production of Spec sheet and costing, Development of Logo, Hang tags, concept board

UNIT III
Apparel Categories & Sketching
Clothing categories, styling, price and size ranges for men's wear, styling, price and size ranges for women's and styling, price and size ranges for kids wear Technical Details, Working Drawings, development of spec, flat sketch and costing

UNIT IV
Fashion Photography

Fashion Photography. Knowledge of different lighting – indoor and outdoor, aperture, speed and locations used in fashion photography. Study the work of well-known fashion photographers

UNIT V
Grooming For Fashion

Fashion dressing – makeup- indoor, outdoor, hairstyle, Self-grooming- Introduction, importance and application.

References:

1. Drake/ Spoone/Greenwald ―Retail fashion Promotion and Advertising‖
2. Gini Stephens Frings ― Fashion- from concept to consumer Pearson Education
3. Jarnow, J and KG Dickenson, ―Inside the Fashion Business Prentice Hall, 1997
4. Jerligan Easterling ―Fashion Merchandising and Marketing´ Pearson Education
5. Polly Guerin ― Creative fashion Presentations‖ Fairchild Publications

List of Practical (Expand it if needed):

1. To prepare fabric development chart
2. To prepare dying development chart
3. To prepare textile Design development chart
4. To prepare fashion illustration presentation
5. Garments collection – 25 COLLECTION

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BSFD603	DCS	FASHION ART & DESIGN	60	20	20	30	20	3	1	2	5

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***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):
1. It will provide the basic knowledge on the history of the fashion design.
2. Student will gain the knowledge about the latest fashion and various elements involved in the fashion art and design.

Course Outcomes (COs):
Students will be able:
1. To demonstrate their skill in developing the various design in the fashion world.
2. To design the various costume as per latest fashion.
3. Apply the knowledge in development of the latest trends in the fashion industries.

Course Contents:

UNIT I
Fashion Design Process
Fashion Design Process: Flowchart, Analyzing, Innovational opportunities, Research Inspirations, Research direction, Designing process, Prototyping and Collections, Promotion, Portfolio, Fashion careers.

UNIT II
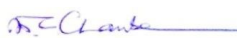**Overview of Global Fashion Industry**
History of Fashion: Brief overview of historical Greek costumes, Egyptian costumes, Roman Costumes, Costumes of Byzantine Era and English Costumes. Study of historical Indian costumes, Detailed Study of 20th Century Fashion- Effect of World War - I and World War - II on fashion and Fashion in late 20th century.

UNIT III
Study of Different Designers & Indian Brocades
Study of Latest Fashion: Study of Latest Fashion Designers - French, Italian, American, Indian and English. Study of Latest Fashions – Based on age, sex, nationality, occupation, socio economic status. Study of contemporary textiles and costumes of

different states like Kashmiri shawls, Kancheepuram and Baluchari saris, Paithani saris, Bandhani, Patola, Ikat, and Kalamkari.

UNIT IV
Different Type of Body Shapes & Design Details
Study of Design Details: Study of different types of necklines, sleeves, collars, cuffs, pockets, and skirts. Suitability of these design details to various types body shapes and sizes like Hourglass, Triangle, Inverted Triangle, Rectangle, Petite, Plus size etc.

UNIT V
Dress Design & Communication
Dress and Image: Dress as Non-verbal communication, Dress and Image, Gender and Sexuality, Dress in human interaction, Dress in workplace, Race, Ethnicity and Social Class.

References:

1. Fashion Design: Process, Innovation and Practice, Blackwell Publications., ISBN 8126522984 - Kathryn McKelvey and Janine Munslow
2. Fashion Technology: Today and Tomorrow, Mittal., 2007, ISBN 8183242030 - Nirupama Pundir
3. Past and Present Trends in Fashion Technology, Abhishek Publications, ISBN 9788182473522 - Peter McClaud
4. How to be a Fashion Designer, Kessinger Publishing, 2010, ISBN 1164476912 - Gladys Shultz
5. Abu Jani and Sandip Khosla: A Celebration of Style, AJSK Publications, 2000, ISBN 819012370X - Sharada Dwivedi
6. The Complete Costume History, Taschen Publication, 2006, ISBN 3822850950 - Auguste Racinet

List of Practical (Expand it if needed):

1. Study of various types body shapes and sizes.
2. Study of different types of necklines.
3. Study of different types of sleeves.
4. Study of various types of cuffs.
5. Study of different types of pockets.
6. Study of different types of collars.
7. Study of historical Greek costumes.
8. Study of historical Egyptian costumes.
9. Study of historical Roman costumes.
10. Study of various types of saris of different states.

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BSFD604	DCS	MAJOR PROJECT	0	0	0	60	40	0	2	4	4

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. Course will exposed the students to the method of the starting the research work through literature review and analysis of a particular problem.
2. Course will provide the students the latest knowledge about latest fashion and design prevailing in the market and industry.

Course Outcomes (COs)

Student will be able to

1. Apply the knowledge to study a particular problem.
2. Apply the knowledge to develop new trends in fashions.
3. To create a aptitude for a research work.

Course Contents:

Each student will work in the institute computer lab / institute workshop / outside research / industry or institute to study and conduct their project work.

The student performs their project work to a particular project topic under the guidance of the faulty guide allotted to them.

Each student has to give two power point presentations during the semester in front of the faculty members.

At the end of the semester each student will be required to submit a report of their work done during the semester which will be assessed by their guide for the internal valuation.

The students are also required to appear in the end semester exam.

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BSFD605	DCS	SEMINAR AND PRESENTATION	0	0	0	0	50	0	0	2	1

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** – Credit.
***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

1. Learn to give a presentation
2. Help student to develop knowledge

Course Outcomes (COs):

Students will be able to:
1. Demonstrate their skill of communications
2. Create a presentations using ICT.

Course Contents:

Each Student is required to give four power point presentations on the various topics allotted to them separately.