



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA+MBA - IV SEMESTER (2022-2026)**

**BBA401 FUNDAMENTALS OF ENTREPRENEURSHIP DEVELOPMENT**

COURSE CODE	CATEGORY	COURSE 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*				
BBA401	MAJ	Fundamentals of Entrepreneurship Development	60	20	20	-	-	3	-	-	3

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

**COURSE OBJECTIVE**

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.

**EXAMINATION SCHEME**

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of 5 questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

**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.

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA+MBA - IV SEMESTER (2022-2026)**

COURSE CODE	CATEGORY	COURSE 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*				
<b>BBA401</b>	<b>MAJ</b>	<b>Fundamentals of Entrepreneurship Development</b>	<b>60</b>	<b>20</b>	<b>20</b>	-	-	<b>3</b>	-	-	<b>3</b>

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

**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.

**UNIT III: Business Opportunity Identification**

1. Business ideas
2. Methods of generating ideas
3. Opportunity recognition

**UNIT IV: Preparing a Business Plan**

1. Meaning and significance of a business plan
2. Components of a business plan and feasibility study,
3. Financing the New Venture: Importance of new venture financing
4. Types of ownership securities, venture capital, types of debt securities
5. Determining ideal debt-equity mix, and financial institutions and banks

**UNIT V: Launching the New Venture**

1. Choosing the legal form of new venture
2. Protection of intellectual property
3. Marketing the new venture
4. Managing Growth in New Venture, Characteristics of high growth new ventures
5. Strategies for growth and building the new venture capital

**Chairperson**  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Chairperson**  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Controller of Examination**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

**Joint Registrar**  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav School of Management**

**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**BBA+MBA - IV SEMESTER (2022-2026)**

COURSE CODE	CATEGORY	COURSE 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*					
<b>BBA401</b>	<b>MAJ</b>	<b>Fundamentals of Entrepreneurship Development</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>3</b>	

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

**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 Taggart, J.H. (1994). *Managing technology and innovation: a review*. Journal of R& D Management Journal.

**Chairperson**  
 Board of Studies  
 Shri Vaishnav Vidyapeeth  
 Vishwavidyalaya, Indore

**Chairperson**  
 Faculty of Studies  
 Shri Vaishnav Vidyapeeth  
 Vishwavidyalaya, Indore

**Controller of Examination**  
 Shri Vaishnav Vidyapeeth  
 Vishwavidyalaya, Indore

**Joint Registrar**  
 Shri Vaishnav Vidyapeeth  
 Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BSFD601	DCC	APPAREL MERCHANDISING	60	20	20	0	0	4	0	0	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. To acquaint the students on the concepts of business and merchandising.
2. To familiarize the student in product and buyer analysis techniques.

**Course Outcomes (COs):** Students will be able:

1. Gain knowledge on process flow and business concepts of apparels industry.
2. Understand the strategies applied in sourcing, planning, and analyzing the product.
3. Apply knowledge on the role and responsibilities of merchandiser in apparel industries.
4. Gain knowledge on buying house system and quality communication with stakeholders.

**SYLLABUS**

**UNIT 1: Systems of Merchandising**

**10 h**

Merchandising - principles, terminology, basic concepts, significance, scope, function. Role and responsibility of merchandiser. Role of merchandising with other departments in the garment industry. Communications with the buyers.

**UNIT II: Product Analysis**

**10 h**

Forecasting - trend, fashion, colour, material (fabric) and accessories. Sourcing material (fabric) and accessories based on prevailing trends and customer requirements. Analysis - market, customer profiling and product. Product development.


**UNIT III: Sourcing**

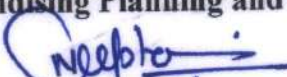
**12 h**


Sourcing - need and importance, sourcing decisions Planning - Manufacturing Resources Planning - Material Resource Planning. Materials sourcing - fibre, yarn, fabric construction, type of print, finishing operation, accessories embellishment techniques. Sourcing of woven and knitted fabrics. Global sourcing techniques. Vendor Management.

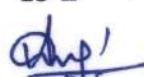
**UNIT IV: Merchandising Planning and Process**

**13 h**

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

SUBJECT CODE	CATEGOR Y	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICA L		L	T	P	CREDITS
			END SEM University	Two Term Exam	Teachers Assessment*	END SEM University	Exam				
BSFD601	DCC	APPAREL MERCHANDISING	60	20	20	0	0	4	0	0	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.

Elements of planning, order management, buyer contacts and communication. Sampling procedures, samples, types of samples, production planning, vendor evaluation and rating, order placement - in-house / sub-contractor, follow-up - yarn, fabric, processes and accessories, approvals - types, procedures, buyer approval and organizational approval, record maintenance, reporting, time management, quality assurance procedures and prioritizing.

**UNIT V: Buyer Analysis**

**15 h**

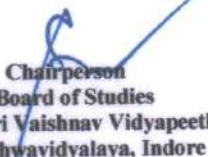
Types of buyers, buying cycle and buying seasons. Buyer selection - seasons, ethical issues, product planning, market planning, merchandise planning, sourcing, negotiation, supplier performance, monitoring, evaluation, new product development and costing. Buying house - role and responsibility. Follow-ups, inspection, quality controller (QC) and quality assurance (QA) and shipment

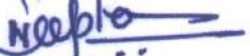
**Textbooks:**


1. Apparel Merchandising by Jeremy A. Rosenau, David L. Wilson, Fairchild Publication, 2006.
2. Path for Merchandising- A Step by Step Approach by Moore E. C., Thames and Hudson Ltd., London, 2001.
3. Fashion Merchandising: Principles and Practice, James Clark, Palgrave Macmillan, 2014.


**References:**

1. Merchandising: Theory, Principles, and Practice, Grace I. Kunz, Fairchild Books, 2009.
2. Merchandise Buying and Management by John Donnellan, Farichild Publications, 2002.
3. Math for Merchandising: A Step-by-Step Approach by Evelyn C. Moore, Pearson, 2004.
4. Promotion in the Merchandising Environment by Kristen K. Swanson and Judith C. Everett, Fairchild Books, 2015.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

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*					
BSFD602	DCC	PORTFOLIO MAKING AND PRESENTATION	60	20	20	30	20	2	1	4	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 realize fashion forecasting with respect to colour and raw materials.
2. To learn the concepts of story / mood board / colour board.
3. To train the students to prepare individual portfolio for their own design.

**Course Outcomes (COs):** Students will be able:

1. Understand and communicate the fashion forecasting concepts.
2. Gain knowledge on the selection of the suitable raw materials and accessories.
3. Apply the knowledge and produce a garment as per designs or based on requirements.
4. Develop a portfolio for individual design and garment.

**SYLLABUS**

**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.

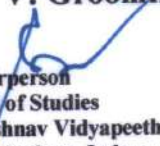
**UNIT III: Apparel Categories & Sketching**

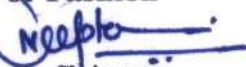
Clothing categories, styling, price and size ranges for men's wear, styling, price and size ranges for women's and styling, price and size ranges for kids wear Technical Details, Working Drawings, development of spec, flat sketch and costing.


**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**

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

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*				
BSFD602	DCC	PORTFOLIO MAKING AND PRESENTATION	60	20	20	30	20	2	1	4	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.

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

**Textbooks:**

1. Retail fashion Promotion and Advertising by Mary Frances Drake et al, Pearson, 1991.
2. Fashion- from concept to consumer by Gini Stephens Frings, Pearson, 2007.
3. Inside the Fashion Business by Jarnow, J and KG Dickenson, Prentice Hall, 1997.

**References:**

1. Creative fashion Presentations by Polly Guerin, Fairchild Publications, 2004.
2. Design Your Fashion Portfolio by Steven Faerm, Bloomsbury Publishing, UK, 2012.
3. Fashion Portfolio: Design and Presentation by Anna Kipe, Pavilion Books, UK, 2014.
4. The Fashion Sketchpad: 420 Figure Templates for Designing Looks and Building Your Portfolio by Tamar Daniel, Chronicle Books, 2011.

**List of Practical (Expand it if needed):**

1. Prepare an individual fashion portfolio for selected theme, session, and gender.

- Portfolio content / material to be prepared:

- Themes,
- Design Research
- Forecasting colours, patterns and fabric.
- Boards - story, inspiration, mood, colour, fabric swatches, pattern (doodle) and accessories.
- Illustration - flat and fashion models.
- Sourcing details of fabrics, trims and accessories


- Product development - prepare three garments for the individual design.


- Garment may be children / women / men


- Portfolio presentation


- Prepare and present the portfolio according to the design and garment.

2. Garments collection – 25 Collection.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

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*					
BSFD603	PW/I	MAJOR PROJECT	0	0	0	60	40	0	0	8	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. The course will expose the students to the method of 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. To identify a research problem.
2. To solve research problems at execute this project.
3. To address the project and present.

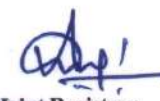
**Procedure:**

- 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 faculty 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.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

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*					
BSFD604	DCC	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 new knowledge.

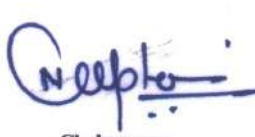
**Course Outcomes (COs):** Students will be able to

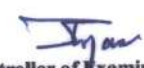
1. To address on the seminars their subject of study.
2. To understand the mode of presentation.


**Course Contents:**

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

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

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*				
BSFD615	DSE	FASHION ART & DESIGN	60	20	20	30	20	3	0	0	3

**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. It will provide basic knowledge of the history of fashion design.
2. Student will gain knowledge about the latest fashion and various elements involved in 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 the latest fashion.
3. To apply the knowledge in development of the latest trends in the fashion industries.

**SYLLABUS**

**UNIT I: Fashion Design Process**

**8 h**

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

**UNIT II: Global Fashion Industry**

**10 h**

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 20<sup>th</sup> Century Fashion- Effect of World War - I and World War - II on fashion and Fashion in late 20<sup>th</sup> century.


**UNIT III: Study of Different Designers & Indian Brocades**

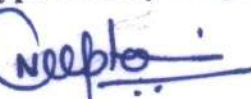
**10 h**


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

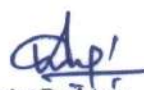
**UNIT IV: Different Type of Body Shapes & Design Details**

**9 h**

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
BSFD615	DSE	FASHION ART & DESIGN	60	20	20	30	20	3	0	0	3

**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.

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**

**8 h**


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.

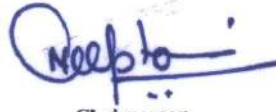
**Textbooks:**

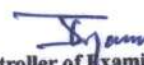
1. Fashion Design: Process, Innovation and Practice by Kathryn McKelvey and Janine Munslow, Wiley India Pvt Ltd, 2009.
2. Fashion Technology: Today and Tomorrow by Nirupama Pundir, Mittal Publications, 2007.

**References:**

1. How to be a Fashion Designer by Gladys Shultz, Kessinger Publishing, 2010.
2. The Complete Costume History by Auguste Racinet, Taschen Publication, 2006.
3. Past and Present Trends in Fashion Technology by Peter McClaud, Abhishek Publications, 2013.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore



**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

COURSE CODE	CATEGORY	COURSE 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*					
BSFD625	DSE	MERCHANDISING AND EXPORTS MANAGEMENT	60	20	20	-	-	3	0	0	3	

**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 identify and evaluate the preliminary functions of marketing and merchandising management for textile & apparels.
2. Students will have the understanding of import export terms used in apparel industry.
3. To understand the roles and responsibilities of merchandiser.
4. Student will be able to investigate the real scenario of Indian textile business with export management.

**Course Outcomes (COs):** The students will be able to

1. Understand the functions of Merchandising.
2. Understand the international activity in the field of textile with export management.
3. Understand the policies and documentation for export .
4. Use their conceptual knowledge for analysis the performance of the Indian textile business.
5. To calculate the costing methods applied on Fabric/ Garment/ Apparel.

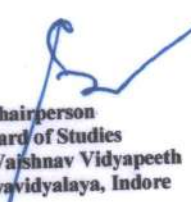
**Syllabus**


**Unit I Merchandising Planning and Process** 9 h

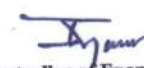
Forecasting - trend, fashion, material (fabric) and accessories, Market Analysis. Elements of planning, order management. Time management, Sampling: procedures, types, production planning. Order placement, follow-up, Approval: types, procedure.


**Unit II Buyer Analysis** 9h

Buyers: Definition, Types, buying cycle & seasons. Buyer selection process, negotiation process, new product development and costing. Buying house - rôle and responsibility.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

COURSE CODE	CATEGORY	COURSE 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*					
BSFD625	DSE	MERCHANDISING AND EXPORTS MANAGEMENT	60	20	20	-	-	3	0	0	3	

**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.

**Unit III Polices and Documentation** **9h**

License, customs clearance and formalities, duty drawback, introduction of import and export documentation, government initiatives & schemes for export promotion, cluster development in various textiles and clothing sector, export incentives, government export policies, role of councils and committees, Government subsidiaries, government norms for tax benefits.

**Unit IV Export Procedure Documentation** **12 h**

Export documentation: Need, Types. Terms of payment - letter of credit, documents against acceptance, documents against payment, cost insurance freight. Shipment modes - types of load, types of containers. Export finance, pre-shipment inspection agencies. Internal documents of merchandiser.

**Unit IV Payment and Deliveries** **9h**


Payment and deliveries: terms of delivery – INCO TERMS, Terms of payment – open account – cheque, cash payment against documents. Bank payment against documents (LC), security and Cost of various payment terms, Assessing the risk in payment, role of ECGC and standard policy

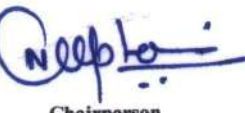
**Text books:**

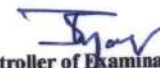
- 1..Apparel Merchandising by R. Rathinamoorthy & R.Surjit, Woodhead Publishing India Ltd. 2018.
2. The global textile & clothing industry-Technological Advances & Future Challenges by R. Shishoo, Woodhead Publishing India Ltd. 2012.
3. Export Management, D. C. Kapoor, Vikas Publishing,2003


**References:**

1. Textile and apparel in the global economy by Kitty G. Dickerson, Pearson, 1998.
2. Fashion Marketing by Mike Easey, Wiley, 2008.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

SUBJECT CODE	CATEGORY	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BSFD635	DSE	WASTE MANAGEMENT IN TEXTILE AND APPAREL INDUSTRY	60	20	20	0	0	3	0	0	3

**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 Objective (CEOs):**

1. To give awareness on the importance of textile recycling.
2. To impart knowledge the textile recycling methods.

**Course Outcomes (COs):** Students will be able to:

1. Understand the importance of textile recycling.
2. Relate the method of recycling fibre, yarn and fabric.
3. Analyze the product can be produced from recycled textile materials.

**SYLLABUS**

**Unit :1 Textile and Apparel Waste Management**

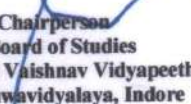
Textile and apparel industries waste - classification, need for recycling. Challenges in textile recycling. Recyclable and recycled textile products. Wearable and reused textiles. Environmental impacts of textile waste treatment. Scope of textile recycling products. Contribution and development of textile and apparel recycling in Indian sectors. Emerging technologies on waste management.

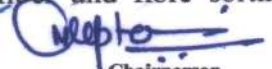
**Unit :2 Recycling process - Mechanical and chemical**

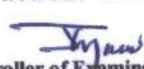
Product design via waste generation. The textile and apparel recycling process - types - postindustrial, by-product and post-consumer. Collection of textile and apparel waste -processing textile waste in to fibre - sorting process- use of recycled fibres - suitable product development. Introduction, synthesis and properties. Recycling of PET - recycling methods primary, secondary, tertiary and quaternary recycling. Depolymerization techniques.

**Unit :3 Carpet Recycling**

Carpet - introduction, types and reason for carpet waste. Carpet recycling program design - identification of fiber and fibre sorting - size reduction. Recycling methods and systems -

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore





**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Textile Technology**  
**Choice Based Credit System (CBCS) in Light of NEP-2020**  
**B.Sc. (Fashion Design) (2021-2024)**

SUBJECT CODE	CATEGOR Y	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICA L		L	T	P	CREDITS
			END SEM University	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BSFD635	DSE	WASTE MANAGEMENT IN TEXTILE AND APPAREL INDUSTRY	60	20	20	0	0	3	0	0	3

**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.

chemical recycling - mechanical recycling - dry, wet and shearing. Advantages and disadvantages. Future potential and applications.

**Unit 4 Recycling Textile Waste Water**

Pollution problems in textile industry. Industry standards for water pollutants. Water quality requirements Waste materials generated at each level of textile processing. Effluent treatment - primary, secondary and tertiary treatments. Advance methods for treatment - adsorption, ion exchange, membrane filtration, ozonation, evaporation and crystallization. Optimization of processes for water recycling. Direct reuse of waste water. Reuse of reclaimed/recycled water.

**Module:5 Manufacturing Nonwovens and Other Products**

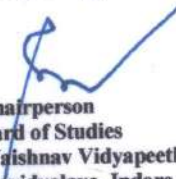
Feasibility of making nonwoven fabrics - fabric samples, material preparation, web formation, bonding techniques. New market applications - recycling in the fashion industry, recycled fiber reinforced concrete, recycled fiber reinforced soil and waste to energy conversion, composites, automotive systems, filtration systems and mattings.


**Textbooks:**


1. Environmental problems in chemical processing of textiles by Asolekar S, NCUTE Publication, 2000.
2. The Treatment of Industrial Wastes by Edmund B, McGraw-Hill, 1976.
3. Recycling in textiles by Wang Y, Woodhead Publishing, UK, 2016.

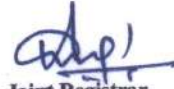
**References:**

1. Recycling Indian Clothing by Lucy Norris, Cynthia R. Jasper and Emily Lupton Metrish, Indiana University Press, 2010
2. Recycling textile and plastic waste, Horrocks A R, Woodhead publishing Limited, UK, 2015.

  
Chairperson  
Board of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Chairperson  
Faculty of Studies  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Controller of Examination  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore

  
Joint Registrar  
Shri Vaishnav Vidyapeeth  
Vishwavidyalaya, Indore