



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav institute of Architecture

Choice Based Credit System (CBCS) Scheme in the light of NEP-2020

B.Des. Product Design

BDNP 701- INDUSTRIAL INTERNSHIP

COURSE CODE	Course Typolog y	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 701	STUDIO	INDUSTRIAL INTERNSHIP	0	0	0	420	280	0	0	14	14

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

Students in this semester would avail opportunity to work with design firm under the guidance of practice professional for 6-8 weeks.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

CO 1- Work Experience under the guidance of in practice professionals

CO 2- Understanding on the industrial culture and their manufacturing unit if any.

CO 3- Analyze the different functional units of industry/organization unit their working and scope of work.

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BDNP 702- PROFESSIONAL PRACTICE

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 702	THEOR Y	PROFESSIONAL PRACTICE	60	20	20	0	00	2	0	0	2

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

Knowledge about laws and ethics of designers and minimum requirements for establishing own firm.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

CO 1- Student will understand the professional, vocational and legal aspects of design.

CO 2- The Purpose of this subject is to make students aware about the Practical field working procedure and allowing them to learn in the professional environment to prepare themselves for the Project Management and Project Execution stages for their professional career.

CO 3- Students will be prepared for the professional practices.

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 702	THEOR Y	PROFESSIONAL PRACTICE	60	20	20	0	00	2	0	0	2

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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.

Syllabus

UNIT – I ENTREPRENEURSHIP Social Entrepreneurship, Business Entrepreneurship, Trading Entrepreneurship, Corporate Entrepreneurship, and Agricultural Entrepreneurship **6hrs**

UNIT – II BUSINESS FOUNDATION Timmons Model of Entrepreneurship, Investment Models, Startup Business Models, Business Plans, Pitch presentations, Small Business models **6hrs**

UNIT - III Legal aspects of business Contracts and Agreements, Conflict Resolution, Arbitration **6hrs**

UNIT – IV Running a Design Business Set up of an independent design business, Hiring processes, Project Scheduling and work delegation, Cost Estimation; Billing, salaries and taxation **6hrs**

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			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 702	THEORY	PROFESSIONAL PRACTICE	60	20	20	0	00	2	0	0	2

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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 –V PROFESSIONAL ETHICS Ethics in Profession, Code of conduct. Industrial completion and competitive market, how to grow in such market. **6hrs**

References:

1. Riadh Habash, Green Engineering: Innovation, Entrepreneurship and Design, 2017
2. Ted Crawford, AIGA Professional Practices in Graphic Design, Allworth Press, 2008
3. Douglas Davis, Creative Strategy and the Business of Design, 2016
4. Shan Preddy, How to Run a Successful Design Business:
5. The New Professional Practice, Gower Publishing, Ltd., 2011
6. Min Basadur, Michael Goldsby, Design-Centered Entrepreneurship, 2016

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BDNP 703- PORTFOLIO MAKING

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 703	STUDIO	PORTFOLIO MAKING	0	0	0	60	40	0	0	2	2

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

Knowledge about portfolio making skills, before entering into professional career.

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

CO 1- The Purpose of this subject is to make students aware about the documentation of the work they have done throughout their semesters, compiled altogether in one.

CO 2- Apply the professional aspects of design in existing and upcoming projects.

CO 3- Analyze how to present in a professional way making it much more creative in terms of graphics.

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BDNP 704- DESIGN DOCUMENTATION

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 704	STUDIO	DESIGN DOCUMENTATION	0	0	0	0	100	0	0	2	2

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

Understanding of the history and present state of one cottage and craft industry of chosen region. To understand the conventional processes, materials and prepare a product catalog, Design Insights and proposals for survival and advancement of the subject industry/craft

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

CO 1- Comprehensive understanding of the history and present state of one cottage industry/craft of chosen region or India

CO 2- Design inputs for the benefit of the targeted craft/cottage industry

CO 3- Aptitude to conduct thorough field research and collect qualitative and quantitative information which may be useful for other industries and people

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