



SNDT Women's University, Mumbai

Credit structure for Postgraduate Programs in Faculties of Interdisciplinary Studies

*As per the Government of Maharashtra Circular
dated 13th March, 2024*

NEP - 2020

(w.e.f. 2024-25)

Faculty of Interdisciplinary

**M Design
Interdisciplinary - Fashion**

Terminologies

Abbreviation	Full form	Remarks	Related to Major and Minor Courses
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/ Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/ Generic		Not Related to the Major and Minor
VSEC	Vocational and Skill Enhancement Courses		
VSC	Vocational Skill Courses		Not Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor
VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor
IKS	Indian Knowledge System	I. Generic IKS Course: basic knowledge of the IKS II. II. Subject-Specific IKS Courses: advanced information about the subject: part of the major credit	Subject Specific IKS related to Major
OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major

CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	Not Related to the Major and Minor
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major
RM	Research Methodology		

Programme Template:

Programme Degree	M Design
Parenthesis if any (Specialization)	Interdisciplinary – Fashion
Preamble	The Master of Design (M.Des) degree course addresses the ever-changing needs and intricacies of the design field. With the rapid advancements in technology, changing societal demands, and emerging trends globally, M. Des program aims to foster a sensitive generation of design leaders, innovators, and researchers equipped with advanced knowledge, creative skills, and critical thinking considering a wide array of areas in design. Master-level program in Design Faculty with Interdisciplinary areas provides experience to diverse expertise with elevated creativity, innovative approaches, and well-balanced functionality along with exceptional research aptitude. A combination of research-oriented projects, upgraded knowledge, and technical inputs enriches the learner's skills and confidence, inculcating the capacity to enhance their professional portfolio.
Programme Specific Outcomes (PSOs)	After completing this program, the learner will be able to • Evolve as a design professional in the area of their choice with elevated skills and knowledge through research-oriented projects and exclusive inputs. • Venture as entrepreneurs in the area of their choice of electives. • Prepare students for advanced roles in design practice, research, and leadership in various sectors of Design.
Eligibility Criteria for Programme	• Full-time Degree of minimum 4-year duration in Design/Fine Arts/Applied Arts/Architecture • Three Year Bachelor's Degrees from any recognized University, In B Design/ Fashion Technology, B Tech. / 3 years Diploma of Government Polytechnic + Any Bachelor's Degree & Industry Experience, B.Sc. Textile Science in Apparel Design, B.Sc. Fashion Design. • NOTE: For a three-year Degree program, the students will have to do a bridge course of 8 credits in their first year (4 credits each Sem I and Sem II) • Undergraduate in any discipline from any institute/university recognized by law in India having an aptitude as well as private diploma certificates in the related field of fashion. (Such candidates will have to undergo a test at the college level.) for such candidates, the university Bridge Program is mandatory as prescribed in the curriculum. 1. Design Conceptualization Th & Pr 2. Technical Drawing Pr 3. Computer Application Pr
Intake	1 division of 15 (AICTE)

- **External Examination does not always mean a Theory paper. It may be a practical examination, Product submission, project, viva voce, etc., checked by external examiners.**
- **Internal evaluation should not be Written Theory papers like Unit tests. Internal marks will be acquired through practical, small group or individual projects, activities, presentations, seminars, workshops, products, assignments, application-based work, reports, etc.**
- **Practical may be part of the main courses along with theory modules instead of having separate courses of practical work.**

SNDT Women's University, Mumbai
NEP Syllabus
M. Design (Interdisciplinary- Fashion)

Code	Courses	TH or PR	Type of Course	Credits	Marks	Int	Ext
Semester I							
117521	Design Process and Analysis	Pr	Major (Core)	4	100	50	50
117522	Design for Special Needs	Pr	Major (Core)	4	100	50	50
117511	Brand Design	Th	Major (Core)	4	100	50	50
117512	Contemporary Global Issues in Fashion	Th & Pr	Major (Core)	4	100	50	50
117523	Industry Project	Pr	Major (Core)	2	50	50	-
127521 Or 127511	A. Contemporary Design or B. Sustainable Design	Pr Or Pr	Major (elective)	2	50	-	50
137511	Research Methodology	Th	Minor Stream	2	50	-	50
				22	550	250	300

Semester II							
217521	Design Management	Pr	Major (Core)	4	100	50	50
217511	Entrepreneurship and Fashion Business	Th	Major (Core)	4	100	50	50
217522	Research Paper Writing	Pr	Major (Core)	4	100	50	50
217523	Design for Community	Pr	Major (Core)	4	100	50	50
237511	Research writing and Data collection	Th	Minor Stream	2	50	50	-
227521 Or 227522	A. Sustainable Design Advance or B. Product Design	Pr Or Pr	Major (elective)	2	50	-	50
247521	Field Project	Pr	FP	2	50	-	50
				22	550	250	300

M. Design (Interdisciplinary- Fashion)**Syllabus 2024-25****Semester I (22Credits)**

Course code 117521	Course Name Design Process and Analysis		Crs 4
Course Outcome	After going through the course, learners will be able to 1. Implement the Design Thinking from various contexts such as people, projects, processes and procedure. 2. Overview Design in the form of case study in order to identify, analyze, interpret, & establish a strong Promotion for Design on the basis of Design strategy. 3. Manage Design as a tool for Global change to review and revise problem areas.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Overview of Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Define DESIGN from panoramic perspectives to formulate its wider definition. Recognize how Design is perceived through various factors.	• Meaning and Perception. • Aesthetics in Design • Defining Design through various influencing factors ○ Social Attitude ○ Aesthetic Presence ○ Psychological Satisfaction ○ Historical Revival ○ Solution over a problem	
Module 2	Design Process		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Apply Process in order to Design a Product and further explore the diverse stages involved in it. Design Process to develop products.	Identification and Conceptualization - Research on Major Influential factors. - Ideation by Gathering influences. - Selection of the Market upon Demographics, Geographic's, Psychographics and Behavioral patterns in sync with a particular Brand through Research.	

		- Conceptualization in order to define purpose and aim for developing the Design. Synthesizing ideas - Source of Inspiration - Exploration of designs with implementation of the inspiration. - Refinement of designs through developing various Surfaces.	
Module 3	Modelling and Communication		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Transform the visualization from 2-D to 3-D in the form of the product. 2. Express and visualize the final outcome in the form of a prototype to be communicated in an effective way.	• Interpretation of products in the form of relevant boards • Sample development for the final prototype including its raw materials and processes. • Develop a prototype as per the visualization. • Preparing relevant boards and medium through which the entire process will be communicated.	
Module 4	Design Analysis & Evaluation		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Visualize the final outcome as a prototype to analyze and evaluate the Design through feedback and product analysis. 2. Perform Market analysis for the acceptance through surveys	• Fashion Scan, Consumer Scan or Brand Scan in order to identify the suitability of the Design to the particular Client or Market. • Feedback from respective brands for further refinement for fit, workmanship, aesthetic appearance, and cost.	
Assignments/ Activities towards CCE			

1. Research & Compilation of data in the form of a document in order to identify the various aspects of Design and how different factors influence Design.
2. Identifying the various sources of inspiration and conceptualizing the same in order to suit the selected Brand and Market in order to develop the collection.
3. Identifying the inspiration and creating variety through fabric development to suit the concept, followed by refinement of the actual Prototype of the concept on fabric.
4. Producing the prototype and compiling the same in order to communicate in particular verbal and non-verbal methods.
5. Identifying a required Sample in order to analyze the designed Product with suitable techniques such as Google forms, reviews, or feedback via the concerned team of the particular brand to analyze the suitability of the Designed Range, and further improvements can be suggested in order to suit the client.

Bibliography

Aspelund, C. (2012). *Design process*. Fairchild Books.

Ellinwood, J. G. (2011). *Fashion by design*. Fairchild Books.

Faerm, S. (2011). *Design for fashion portfolio*. A & C Black, Bloomsbury Publishing Plc.

McKelvey, K., & Munslow, J. (2003). *Fashion design: Process, innovation, and practice*. Blackwell Publishing.

Course code 117522	Course Name Design for Special Needs		Crs 4
Course Outcome	After going through the course, learners will be able to 1. Analyze needs and wants in response to design problems in the development phase and synthesize ideas and design information to propose design concepts in the develop phase 2. Describe the features that define commercial design problems and design criteria based on client needs and wants 3. Human needs and wants are the driving force behind the design, and collaborating with people and demonstrating empathy will assist the designer in meeting the clients' needs and wants 4. Describe the features and sustainable requirements that define redesign problems and design criteria		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Design in practice		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Analyze needs and wants in response to design problems in the develop phase. 2. Synthesize ideas and design information to propose design concepts in the develop phase	- Experiencing design - Design process - Design styles	
Module 2	Commercial design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Describe the features that define commercial design problems 2. Design criteria based on client needs and wants	- Explore — client needs and wants - Develop — collaborative design	
Module 3	Human-centered design		1
	Learning Outcomes	Module Content	

	After learning the module, learners will be able to 1. Identify Human needs and wants as the driving force behind the design 2. Collaborate with people and demonstrate empathy will assist the designer to meet the clients' needs and wants	• Designing with empathy	
Module 4	Sustainable Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Describe the features of Sustainable Design 2. Analyze sustainable requirements that define redesign problems and design criteria	• Explore — sustainable design opportunities • Develop — redesign	

Assignments/ Activities towards CCE
1. Research & Compilation of data in the form of documents in order to identify the various aspects of Design 2. Identifying the various sources of inspiration and conceptualizing to suit the selected Brand and Market in order to develop the collection. 3. Identifying the inspiration and creating variety through fabric development to suit the concept 4. Development of Prototype.

Bibliography

Clarkson, J., Coleman, R., Keates, S., & Lebbon, C. (Eds.). (2003). Inclusive design: Design for the whole population. Springer.

Newell, A. F., & Gregor, P. (2000). User sensitive inclusive design. In Proceedings on the 2000 conference on Universal Usability (pp. 39-44). ACM Press.

Persson, H., Åhman, H., Yngling, A. A., & Gulliksen, J. (2015). Universal design, inclusive design, accessible design, design for all: Different concepts—One goal? *Disability and Rehabilitation*, 37(11), 1346-1351.

Pullin, G. (2009). Design meets disability. MIT Press.

Story, M. F., Mueller, J. L., & Mace, R. L. (1998). The universal design handbook. McGraw-Hill.

Course code 117511	Course Name Brand Design		Crs 4
Course Outcome	After going through the course, learners will be able to 1. Review, Analyze, and implement branding in today's marketplace. 2. Obtain the above skills & capacity to apply to a brand design strategy.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Overview of Branding		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Discuss the importance of branding in today's marketplace 2. Recognize the key elements that contribute to creating and maintaining a strong brand identity	• Basics of Branding • Types of brands • Relationship between Brands and consumers • Consumer's expectations from brands	
Module 2	Establishing a Brand		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Develop brand design and its application in today's marketplace 2. Expand a brand that resonates with its audience and drives business success.	• Brand anatomy • Brand structure • Brand positioning • Sensory branding	
Module 3	Brand Identity		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Acquire the brand design strategy keeping in mind key elements of visual design 2. Acquire the brand design strategy keeping in mind the consumer needs and wants	• Visual identity development • Verbal identity • Experiential identity	

Module 4	Developing Brand		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Implement the brand design experience for developing the brand with specification learnt in the above modules 2. Implement the brand design experience for the consumer	• Putting together the entire brand design experience • Developing the brand identity manual in reference with realistic project.	
Assignments/ Activities towards CCE			
1. Identify various brands and their types and identify their consumers (target audience) 2. Develop the brand identity, brand personality, and brand position for a lifestyle product of your choice 3. Prepare the visual, verbal, and experiential identity of the brand that you have chosen 4. Mockups of blocks 2 and 3 and brand identity manual presentation in reference to the project.			

Bibliography

Clifton, R., Simmons, J., & Ahmad, S. (2004). Brands and branding. Bloomberg Press.

Healey, M. (2010). What is branding? RotoVision.

Kollmann, T. (2020). Digital brand positioning: How to strategically position brands in the digital marketplace. Springer.

Millman, D. (2011). Brand thinking and other noble pursuits. Allworth Press.

Neumeier, M. (2005). The brand gap: How to bridge the distance between business strategy and design. New Riders.

Olins, W. (2014). Brand new: The shape of brands to come. Thames & Hudson.

Wheeler, A. (2017). Designing brand identity: An essential guide for the whole branding team (5th ed.). Wiley.

Course code 117512	Course Name Contemporary Global Issues		Crs 4
Course Outcome	After going through the course, learners will be able to 1. Review the globalization phenomenon of fashion business. 2. Address contemporary issues impacting international and global affairs in terms of the major political, social, economic and environmental forces confronting global communities.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Overview of Globalization from the perspectives of Fashion Industry		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Review the influence of globalization in the development.	• Introduction to globalization • Issues from the Past that has significant effect on the world	
Module 2	Discuss of the current global issues in Fashion Industry-their challenges and Achievement		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. To examine the impact of social, environmental, and economic in the context of textile and apparel production and consumption.	• Social • Environmental • Economic	
Module 3	The role of governments bodies, Organizations, Standards and Certifying agencies working on global fashion issues		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Analyze the global markets for developing sustainable supply chains.	• Asia • Europe • United States of America • United Kingdom	

	2. Analyze the role of various bodies in developing sustainable supply chains.		
Module 4	Identifying Global issues in fashion industry		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Identify the impact of globalization in present scenario 2. Review the impact with relevant solutions through Design, processes or practices	• An identifying of Emerging global issues, • Cause • Effect and • Remedy	
Assignments/ Activities towards CCE			
1. Each student will design, research, write, and present research paper on topics related to the main areas of the subject covering issues related to social, environmental and economic sustainability for a given market. 2. The student shall find out the solution and further to convert the entire work in the form of research paper presentation of 3000 words.			

Bibliography

Gordon, J. F., & Hill, C. (2015). Sustainable fashion: Past, present, and future. Bloomsbury Publishing.

Hethorn, J., & Ulasewicz, C. (2015). Sustainable fashion: What's next? Bloomsbury Publishing.

Kunz, I. G., Karpova, E., & Garner, B. M. (2016). Going global: The textile and apparel industry. Bloomsbury Publishing.

Walker, S., & Giard, J. (2013). The handbook of design for sustainability. Bloomsbury Publishing.

Sustainability Summit. (2023). Annual conference on global sustainability initiatives. <https://www.sustainabilitysummit.org>

Copenhagen Summit. (2023). International summit on climate change and sustainable design. Copenhagen, Denmark. <https://www.copenhagensummit.org>

Green Fashion India. (2023). LIFE is Our Responsibility, Pune, India. <https://www.soft.ac.in/gfi/.com>

Lakme Fashion Week. (2023). Fashion week showcasing sustainable fashion innovations. Mumbai, India. <https://www.lakmefashionweek.in>

Fashion Revolution. (2023). Global campaign and event advocating for transparency in the fashion industry. <https://www.fashionrevolution.org>

Course code 117523	Course Name Industry Project		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Engage with weaving-based communities of any one state of India through fieldwork and experimentation 2. Study the weaving process and existing product range 3. Identify the design gap to meet global product demand & suggest relevant design solutions through innovative product development 4. Document the craft process along with the design solutions		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Branding and Product Analysis		1
	Learning Outcomes After learning the module, learners will be able to 1. Analyze the existing branding strategies of the craft and suggest appropriate branding solutions 2. Identify the existing product categories where craft is utilized and suggest the product sector where the craft is unexplored	Module Content • List down the challenges related to the "Promotion, Marketing, Sales & Visual merchandising" of the craft. • SWOT analysis of the branding strategies • Identifying the gap to provide solutions from the following contexts: ○ Solutions for Market presence ○ Collaborations for selling the craft products • Analysis of Product Category based on the particular craft ○ Apparel ○ Corporate Gifts or ○ Stationary ○ Accessories ○ Home/ corporate Décor Identify the product sector where the craft is unexplored	
Module 2	Artisan Collaboration and Presentation		1
	Learning Outcomes After learning the module, learners will be able to 1. Propose a Design solution for diversifying the product range 2. Conduct experimentation in collaboration with artisans followed by feedback 3. Propose the craft document with a contemporary design solution for the global market	Module Content • Design development with suitable boards for the following ○ Motifs ○ Repeats ○ Patterns ○ Designs for diversified product range ○ Design docketts • Sampling in collaboration with artisans • Prototyping	

	4. Display the outcome of the subject through viva and visual presentation	• Craft Document (Previous subject of Community Engagement) • Design process along with docket	
Assignments/ Activities towards CCE			
1. Students are required to prepare a research document based on the content, followed by the addition of the visualization of Designs. 2. Students are required to prepare a presentation or display the outcomes of all the above points covered in all the modules through digital interpretations.			

Bibliography

Bhatnagar, P. (2004). Traditional Indian costumes and textiles. Abhishek Publication.
 Chattopadhyay, K. (1995). Handicrafts of India. WisdomTree.
 Crill, R. (1998). Indian Ikat textiles. Weatherhill Inc.
 Dhamija, J., & Jain, J. (1989). Hand-woven fabrics of India. Mapin Publishing Pvt. Ltd.
 Gillow, J., & Barnard, N. (1991). Traditional Indian textiles. Thames and Hudson.
 Kapur, C., & Ambasanyal. (1989). Saris of India. Amr Vastra Kosh, Wiley Eastern Limited.

Course code 127521	Course Name Contemporary Design		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Analyze contemporary design practices in fashion. 2. Explore the impact of PESTLE factors on contemporary Fashion 3. Enhance critical thinking and problem-solving, and apply the same in contemporary design.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Contemporary Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Define Contemporary Design from the perspectives of historical influences Demonstrate how PESTLE factors affect contemporary design	• Definition and scope of contemporary design. • Historical evolution and the transition from modernism to contemporary design. • PESTLE factors and its influence on Fashion in 21st century	
Module 2	Integrating Contemporary Design through Innovation		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Explore the various ways to introduce Contemporary Design through innovative materials. 2. Explore the various ways to design Contemporary products through innovative methods	• Overview of design domains in fashion and relevant product sector • Innovate materials through experimentation. • Innovative Material utilization into a contemporary fashion product	
Assignments/ Activities towards CCE			

1. Analysis of a contemporary design trend or movement in fashion with the application of PESTLE
2. Collaborate on a design solution that addresses a contemporary issue as per PESTLE
3. Experiment to create innovative materials, design products for fashion that utilize material innovation. (Sampling of 5 material innovations)
4. Presentation of Contemporary design project through digital interpretations.

Bibliography

Ashby, M. F., & Johnson, K. (2010). *Materials and design: The art and science of material selection in product design* (2nd ed.). Butterworth-Heinemann.

Fletcher, K. (2013). *Sustainable fashion and textiles: Design journeys* (2nd ed.). Routledge.

Fuad-Luke, A. (2009). *The eco-design handbook: A complete sourcebook for the home and office* (3rd ed.). Thames & Hudson.

Karana, E., Pedgley, O., & Rognoli, V. (2014). *Materials experience: Fundamentals of materials and design*. Butterworth-Heinemann.

Quinn, B. (2013). *Textile futures: Fashion, design and technology*. Berg Publishers.

Course code 127511	Course Name Sustainable Design		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Acquire design principles, including ecological, economic, and social sustainability. 2. Identify the impact of materials, energy, and processes used in design on the environment 3. Explore methods to minimize negative impacts at every stage of the design lifecycle.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Sustainability in Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Define sustainability and its three main pillars—environmental, social, and economic sustainability. 2. Demonstrate of how design decisions influence sustainability at local and global scales. 3. Identify and Learn sustainable design methodologies	• Definition and history of sustainability. • Key principles of sustainability: environmental, economic, and social dimensions. • The role of design in sustainability and its impact on global challenges (e.g., climate change, resource depletion). • Overview of sustainable design methodologies (e.g., Cradle to Cradle, Biomimicry, Circular Economy). • Introduction to systems thinking and its role in sustainable design.	
Module 2	Integrating Sustainable Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Analyze the Goals (SDGs) and assess how design can contribute to achieving these goals. 2. Critically examine case studies on design for sustainable development.	• Integrate global sustainability goals in design thinking • United Nations Sustainable Development Goals (SDGs) and their relevance to design. • Case studies on how design can contribute to achieving SDGs (e.g., sustainable cities, responsible consumption, and production).	

Assignments/ Activities towards CCE
1. Create a case study document based on the contents and suggest an appropriate idea in terms of Product, Process, service or system to integrate into the existing study. 2. Students select an existing product, service, or system that follows sustainable design principles (e.g., circular economy, biomimicry, or Cradle to Cradle). They must research the project, describe how sustainability was integrated, and assess its environmental, economic, and social impact. 3. Provide a solution over identified problem area and present in the form of digital ideation.

Bibliography

- Fletcher, K. (2013). Sustainable fashion and textiles: Design journeys (2nd ed.). Routledge.
- Fuad-Luke, A. (2009). The eco-design handbook: A complete sourcebook for the home and office (3rd ed.). Thames & Hudson.
- Manzini, E. (2015). Design, when everybody designs: An introduction to design for social innovation. MIT Press.
- McDonough, W., & Braungart, M. (2013). The upcycle: Beyond sustainability—Designing for abundance. North Point Press.
- Papanek, V. (1995). The green imperative: Natural design for the real world. Thames & Hudson.
- Thackara, J. (2005). In the bubble: Designing in a complex world. MIT Press.

Course code 137511	Course Name Research Methodology		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Introduce the learner to the concept of scientific research 2. Enlighten the learner with methodology, methods, and techniques of research 3. Accustom the learner to the various stages and procedures of Academic Research 4. Provide the learner the hands-on experience in conducting Research		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Foundations of Research & Problem identification		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Identify the concept of research fundamentals and its process. 2. Identifying types of research for its suitability in Design 3. Identify the relevant Research problem in the field of Design 4. Formulate the research question as per research framework	• Meaning, -Objectives -Motivation -Utility • Concept of theory, empiricism, • Deductive and inductive theory • Characteristics of scientific method • Understanding the language of Research • Concept, Construct, Definition, Variable • Research Process • Types of Research • Problem Identification & Formulation • Research Question -Investigation Question -Measurement Issues • Use of Encyclopedias, Research Guides, Handbook etc. • Academic Databases for Computer Science Discipline	
Module 2	Hypothesis & Sampling		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Formulate the hypothesis for the research 2. Apply the tool of sampling	• Null Hypothesis & Alternative Hypothesis. • Hypothesis Testing • Logic & Importance • Types of Sampling - Sampling - Concepts of Statistical Population - Sample - Sampling Frame	

		- Sampling Error - Sample Size - Non Response - Probability Sample - Simple Random Sample - Systematic Sample - Stratified Random Sample - Multi-stage sampling. - Determining size of the sample - Practical considerations in sampling and sample size. - Statistics for Data science	
Assignments/ Activities towards CCE			
1. Group discussion of what is research. 2. Write a summery on proposed research area of interest in 500 words. 3. Formulate a research question using investigating methods. 4. Formulate a hypothesis using investigating methods. 5. Preparing the questionnaire and data collection for data analysis. 6. Collecting data through sources like interviews, case study, surveys, review of literature and preparing the case study report.			

Bibliography

Ang, S. H. (2014). *Research design for business and management*. Sage Publications.

Flynn, J. Z., & Foster, I. M. (2016). *Research methods for the fashion industry*. Bloomsbury Academic.

Kothari, C. R. (2004). *Research methodology: Methods and techniques* (2nd ed.). New Age International.

Sinha, S. C., & Dhiman, A. K. (2002). *Research methodology*. Ess Ess Publications.

Semester II

Course code 217521	Course Name Design Management		Crs 4
Course Outcome	After going through the course, learners will be able to 1. Define the meaning of design and identify how different factors influence design perceptions. 2. Apply the design process to generate and conceptualize fashion product ideas that address specific problems. 3. Transform design concepts into tangible fashion products. 4. Analyze market trends and demands and communicate product designs aligned with these needs.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Design In context		1
	Learning Outcomes After learning the module, learners will be able to 1. Analyze and explain how design is perceived across various contexts, considering cultural, social, and functional factors. 2. Assess and critique how specific design solutions are tailored to contextual needs.	Module Content • Design and Business • Design & Society • Design & People • Design & products • Design & services • Design & Project	
Module 2	Design Overview		1
	Learning Outcomes After learning the module, learners will be able to 1. Distinguish between various design disciplines and describe their key characteristics and purposes. 2. Evaluate how design reflects and influences cultural and social norms across different periods and regions.	Module Content • The Power of Design • Design skills • Design planning • Project Management • Design success.	
Module 3	Managing Design Strategy		1
	Learning Outcomes	Module Content	

	After learning the module, learners will be able to 1. Develop and manage design strategies by identifying key elements, interpreting trends, establishing a design direction, and promoting the design effectively. 2. Manage the design process from concept to execution, ensuring alignment with strategic goals and customer needs.	• Identifying opportunities for Design • Understanding the market • Interpreting Client and Consumer needs. • Auditing use of Design • Establishing a Design Strategy • Promoting and Selling the Design Strategy • Planning for long term growth.	
--	--	--	--

Module 4	Managing the Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Create a detailed project plan for design implementation, including timelines, resources, and milestones. 2. Assess the outcomes of the design implementation, identify areas for improvement, and apply lessons learned to future design projects.	• The Project Management Process • Social and Environmental responsibility • Translating Global Design into Local design • Measuring the success of Design • Reviewing and revising the Design.	
Assignments/ Activities towards CCE			
1. A Case study to define the Design Overview of a Brand or Designer Label based on Indian traditional arts and crafts. 2. Establishing a Design Strategy to uplift any Local Craft. 3. Developing a range of products for transforming a Local Design into a global Design keeping in mind the Design Strategy. 4. Compilation of case study to define each context of Design			

Bibliography

Best, K. (2010). The fundamentals of design management. AVA Academia.

Best, K. (2006). Design management. AVA Academia.

Carlson, W. B. (2009). Design management: Managing design strategy, process, and implementation. Allworth Press.

Lockwood, T. (2010). Design thinking: Integrating innovation, customer experience, and brand value. Allworth Press.

Norman, D. A. (2013). The design of everyday things (Revised and expanded edition). Basic Books.

Owen, C. (2006). Design thinking: Notes on its nature and use. Design Management Review, 17(2), 6-13.

Course code 217511	Course Name Entrepreneurship and Fashion Business		Crs 4
Course Outcome	After going through the course, learners will be able to 1. Develop the concept of transforming a business idea into a viable entrepreneurial venture. 2. Demonstrate skills necessary to plan and organize a business venture effectively. 3. Obtain an insight of various government regulations and compliance requirements relevant to starting and running a business. 4. Apply business ethics and recognize their responsibilities toward society in the context of entrepreneurship.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Entrepreneurial perspective		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Analyze core principles of entrepreneurship and develop viable entrepreneurial concepts or business plans based on these principles.	• Nature & importance of entrepreneurship • the entrepreneurial and intra-entrepreneurial mind • Individual entrepreneur • International entrepreneurship opportunities	
Module 2	Creating and starting the venture		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Outline the main stages of venture planning and articulate the importance of each stage in the overall process. 2. Create a comprehensive venture plan that includes market research, financial forecasts, and strategic objectives.	• Creativity and business ideas • Legal issues for entrepreneurs • The business plan- starting the venture • Marketing plan • The organization's plan • The finance plan • Informal risk capital & venture capital	
Module 3	Financing the New Venture		1

	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Articulate why venture planning is crucial and list the major factors that impact the success of venture planning. 2. Assess and describe the impact of different factors on the effectiveness of venture planning.	• Sources of Capital • Personal Funds • Commercial Banks • Type of Bank Loans • Cash Flow Financing • Government Grants • Private Placements • Bootstrap Financing	
Module 4	Managing, growing, ending of new venture and Business Ethics		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Define and create a detailed strategic plan outlining steps for the future growth and expansion of a business venture. 2. Evaluate potential opportunities and challenges and use this analysis to inform their strategic planning for venture expansion. 3. Analyze ethical dilemmas in business and apply ethical principles to make informed and responsible entrepreneurial decisions.	• Strategies for growth accessing resources from external sources going public ending the venture • EXIM policies and Govt regulations • Meaning and nature of ethics • Importance and types of ethics • business ethics related to global economy • Relationship between CSR and Business Ethics • Justice and Economic Environment Protection • Business Ethics and Consumer Protection • Business Ethics and Social Justice • Patents, Copyrights, Intellectual Property rights, Trade Marks, and Business Ethics • Ethical Value System, Values • Indian Values and Ethics, Business Ethics • Ethics and Corporate Excellence • Indian and Global Case Studies	
Assignments/ Activities towards CCE			
1. A Case study of a fashion brand. 2. Prepare a case study for the upcoming brand based on all the points covered. 3. Presentation on the topics covered.			

Bibliography

- Ferrell, O. C., Fraedrich, J. P., & Ferrell, L. (2021). Business ethics. Cengage India Private Limited.
- Granger, M. M., & Sterling, T. M. (2019). Fashion entrepreneurship: Retail business planning. Bloomsbury Publications.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2012). Entrepreneurship. McGraw-Hill Education.
- Pherwani, G. (2000). Business ethics. Everest Publishing House.
- Vasishth, N., & Rajput, N. (2015). Governance ethics and social responsibility of business. Taxmann Publications Pvt. Ltd.

Course code 217522	Course Name Research Paper Writing		Crs 4
Course Outcome	After going through the course, learners will be able to 1. Summarize the basic principles and components of academic writing. 2. Describe the purpose of a literature review, differentiate between types of sources, and explain how to conduct a high-quality literature review to identify research gaps. 3. Draft a review paper that adheres to the guidelines and standards required by a designated academic journal.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Review of Literature		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Systematically review and synthesize existing literature to identify gaps and trends that inform their research questions. 2. Critically assess and integrate scholarly sources to develop a well-organized and evidence-supported literature review.	• Research and review Articles • Books • Thesis • Conference Papers • News • Blogs • Database	
Module 2	Review Paper Writing I		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Critically analyze and synthesize existing research, summarizing key themes and identifying gaps or areas for further investigation. 2. Construct a cohesive and organized review paper that effectively integrates and contextualizes findings	• Defining of review paper • Importance of review paper • Types of review paper • Timing of review paper • Planning a review paper	

	from various research sources.		
Module 3	Review Paper Writing II		2
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Critically assess and integrate existing literature to highlight gaps and develop relevant research questions for their review papers. 2. Organize and write a review paper following established academic standards, including proper structuring, clear argumentation, and accurate citation of sources.	• Identifying/ targeting journals for review papers: tips • Type of review papers • Writing effective title • Author 's details • Key words • Abstracts writing • Writing introduction effectively • Body of paper including Infographics • Conclusion • Bibliography	
Assignments/ Activities towards CCE			
1. Identify Research Gaps, Organise, Compile and Analyze literature 2. Plan: a. Topic, type & Outline b. Target Journal c. Write the first draft d. Revise & Format e. Final check f. Submission and re-submission 3. Review Paper on minor Project- 3000-5000 Words (Ex. Creative Research practice or developmental paper)			

Bibliography

Ang, S. H. (2014). Research design for business & management. SAGE Publications Ltd.

Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.

Roig, M. (2015). Avoiding plagiarism, self-plagiarism, and other questionable writing practices: A guide to ethical writing.

Sinha, S. C., & Dhiman, A. K. (2002). Research methodology. Ess Publications.

Zaccagnini Flynn, J., & Foster, I. M. (2009). Research methods for the fashion industry. Bloomsbury Publishing.

Course code 217523	Course Name Design for Community		Crs 4
Course Outcome	After going through the course, learners will be able to 1. Engage with any Craft-based communities of any one state of India through field work and experimentation 2. Analyze the process and existing product range 3. Identify the design gap to meet global product demand & suggest relevant design solutions through innovative product development 4. Document the craft process along with the design solutions		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Branding and Product Analysis		2
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Analyze the existing branding strategies of the craft and suggest appropriate branding solutions 2. Identify the existing product categories where craft is utilized and suggest the product sector where the craft is unexplored	• List down the challenges related to the "Promotion, Marketing, Sales & Visual merchandising" of the craft. • SWOT analysis of the branding strategies • Identifying the gap to provide solutions from the following contexts: ○ Solutions for Market presence ○ Collaborations for selling the craft products • Analysis of Product Category based on the particular craft ○ Apparel ○ Corporate Gifts or ○ Stationary ○ Accessories ○ Home/ corporate Décor Identify the product sector where the craft is unexplored	
Module 2	Collaboration and Presentation		2
	Learning Outcomes	Module Content	

	After learning the module, learners will be able to 1. Propose a Design solution for diversifying the product range 2. Conduct experimentation in collaboration with artisans followed by feedback 3. Propose the craft document with a contemporary design solution for the global market 4. Display the outcome of the subject through viva and visual presentation	• Design development with suitable boards for the following ○ Motifs ○ Repeats ○ Patterns ○ Designs for diversified product range ○ Design docket • Sampling in collaboration with artisans • Prototyping • Craft Document (Previous subject of Community Engagement) • Design process along with docket	
Assignments/ Activities towards CCE			
1. Students are required to prepare a research document based on the content, followed by the addition of the visualization of Designs. 2. Students are required to create any 3 prototypes and take feedback from the artisan community & relevant industry via interviews and interactions. 3. Students are required to prepare a presentation or display the outcomes of all the above points covered in all the modules.			

Bibliography

Bhatnagar, P. (2004). Traditional Indian costumes and textiles. Abhishek Publication.

Chattopadhyay, K. (1995). Handicrafts of India. WisdomTree.

Crill, R. (1998). Indian ikat textiles. Weatherhill Inc.

Dhamija, J., & Jain, J. (1989). Hand-woven fabrics of India. Mapin Publishing Pvt. Ltd.

Dedhia, E., & Hundekar, M. (2008). Ajrakh: Impressions and expressions. Colour Publication Private Limited.

Gillow, J., & Barnard, N. (1991). Traditional Indian textiles. Thames and Hudson.

Kapur, C., & Ambasanyal. (1989). Saris of India. Amr Vastra Kosh, Wiley Eastern Limited.

Course code 237511	Course Name Research writing and Data collection		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Define and describe the fundamental principles and concepts of scientific research. 2. Identify and apply various research methodologies, methods, and techniques effectively. 3. Conduct research independently, applying their knowledge of research methodologies and procedures.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1			1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Analyze data sets to uncover insights and identify potential solutions to given problems.. 2. Utilize data analysis techniques to prepare clear and actionable findings, and effectively present these findings to support decision-making processes. 3. Demonstrate an effective writing processes and adhere to ethical standards in their writing practices.	• Secondary & Primary Data Collection • Data Analysis • Data Preparation – Uni variate analysis (frequency tables, bar charts, pie charts, Percentages) • Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association. • Writing Process - Method of Research Writing, • Methods of giving Bibliography and citations • Ethics in writing, Research papers/ book reviews/ dissertation/ thesis etc. • Areas of Research – ○ Literary studies ○ Language Studies ○ Translation Studies ○ Culture Studies ○ Media Studies ○ Teaching Methodology ○ Folklore Studies ○ Gender Studies ○ Comparative Literature Literary theory and Criticism	
Module 2	Design of Research		1

	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Interpret and apply the layout and formatting guidelines of research papers in accordance with various publication standards.	• Necessity of planning, Steps in design- a) Preparation of working bibliography b) Review of Literature c) Collection of material d) Identification of the topic e) Defining the scope and limitations of the topic f) Text editing g) h) annotated bibliography • Interpretation of Data and Paper Writing – Layout of a Research Paper, Journals, Impact factor of Journals, When and where to publish? • Ethical issues related to publishing, • Plagiarism and Self-Plagiarism	
Assignments/ Activities towards CCE			
1. Prepare the presentation of collected data through various methods. 2. To formulate the essay/ Research article in 1000 words. 3. Prepare a layout for a research paper for the National/International Journal 4. Prepare the research abstract and convert the same into a developmental paper.			

Bibliography

Ang, S. H. (2014). *Research design for business & management*. SAGE Publications Ltd.

Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.

Roig, M. (2015). *Avoiding plagiarism, self-plagiarism, and other questionable writing practices: A guide to ethical writing*.

Sinha, S. C., & Dhiman, A. K. (2002). *Research methodology*. Ess Ess Publications.

Zaccagnini Flynn, J., & Foster, I. M. (2009). *Research methods for the fashion industry*. Bloomsbury Publishing.

Course code 227521	Course Name Sustainable Design Advance		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Learn and apply the Lifecycle Assessment of Fashion products to analyze its impact 2. Propose design solutions that are not only environmentally sustainable but also socially responsible		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Lifecycle Thinking in Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Identify the concept of lifecycle assessment (LCA) 2. Analyze its relevance to evaluating the environmental impact of products and systems.	• Introduction to lifecycle analysis (LCA) • Lifecycle significance in sustainable design. • Product lifecycle stages (from material sourcing to end-of-life disposal).	
Module 2	Ethics and Social Responsibility in Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Demonstrate awareness of ethical concerns in design 2. Analyze the impact of design choices on communities, labor practices, and equity.	• Ethical implications of design decisions. • Social equity, • Fair labor practices, and • Responsible sourcing.	
Assignments/ Activities towards CCE			

1. Group Project: Sustainable Solutions for Design Problems in specific to Fashion Industry
2. Students are expected to collaborate to design a solution for a real-world sustainability challenge (e.g., waste management, sustainable fashion, etc.).
3. They must use interdisciplinary approaches, incorporating design thinking, circular economy, and ethical considerations.
4. A presentation and report should be submitted.

Bibliography

Fletcher, K. (2013). Sustainable fashion and textiles: Design journeys (2nd ed.). Routledge.

Fuad-Luke, A. (2009). The eco-design handbook: A complete sourcebook for the home and office (3rd ed.). Thames & Hudson.

Manzini, E. (2015). Design, when everybody designs: An introduction to design for social innovation. MIT Press.

McDonough, W., & Braungart, M. (2013). The upcycle: Beyond sustainability—Designing for abundance. North Point Press.

Papanek, V. (1995). The green imperative: Natural design for the real world. Thames & Hudson.

Thackara, J. (2005). In the bubble: Designing in a complex world. MIT Press.

Course code 227522	Course Name Product Design		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Apply the design process to develop a design collection that is suitable for the chosen apparel/home industry 2. Establish the relevant skills to showcase work that is aesthetically appealing and commercially viable 3. Execute the entire design process from concept to final product		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Design Development		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Apply a chosen theme and implement the same for creating a range of textiles 2. Develop and demonstrate skills to conceptualize new designs using 2D and 3D design thinking tools and techniques	• Create textile designs (woven/knitted/surface) using techniques like juxta-positioning, scamper, image manipulation, etc. • Experiments with patterns/repeats and placement designs • Develop engineered textile designs • Apply the created textile designs onto a chosen type of product range for home or apparel.	
Module 2	Product Prototyping and Production		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Present design boards giving clear direction of the project. 2. Demonstrate a 3D Design Development through prototyping 3. Demonstrate presentation skills for showcasing the design exploration process	• Formulate aesthetic design boards like ○ inspiration/concept board ○ mood board ○ color story ○ market analysis & customer profile • Create technical specification sheets of the product as well as the textile design created, clearly defining the technique and process of manufacturing along with product specifications like dimensions, yarn composition, etc. • Development of 3D samples of the sketches made in the design development process • Work on textures and materials • Implement processes	

		• Testing samples for feasibility and commercial viability • Preparation of docket for final production	
Assignments/ Activities towards CCE			
The project will function as a continuous subject through the semester. Evaluation to be divided in four stages as follows: 1. Design Process Presentation 2. Presentation of Developed Samples / Prototypes 3. Final Production Process 4. Final Presentation of portfolio with minimum 2 products in sync with the subject content.			

Bibliography

Best, K. (2006). *Design management*. AVA Publishing.
Clarke, S. (2011). *Textile design*. Laurence King Publishing Ltd.
Etchetto, M. (2010). *1000 ideas for home design & decoration*. Loft Publishing.
Quinn, B. (2009). *Textile designers at the cutting edge*. Laurence King Publishing.
Steed, J. (2012). *Sourcing ideas*. AVA Publishing.
Whitmore, M. (1999). *Home furnishing workbook*. Collins & Brown Ltd.

Course code 247521	Course Name Field Project		Crs 2
Course Outcome	<i>After going through the course, learners will be able to</i> 1. Recognize the fundamental eco-system in the relevant product-based industry. 2. Evaluate the effectiveness of the design process in meeting product and market requirements. 3. Contribute to enhancing the industry with additional inputs via design, innovation, and research acquired in the program.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Internship		1
	Learning Outcomes	Module Content	
	<i>After learning the module, learners will be able to</i> 1. To identify and analyze the core processes of a product-based industry through direct engagement.	Industry Introduction and Mapping • Overview the domain and selecting the industry partner • Identifying stakeholders and product lifecycle • Mapping organizational structure and design integration • Study of raw materials, manufacturing processes, logistics, and marketing Process Analysis • Detailed study of design, development, and production processes • Methods of user research, ergonomics, sustainability, and usability in the current system • Identifying design constraints and opportunities	
Module 2	Departments of the Industry		1
	Learning Outcomes	Module Content	

	<i>After learning the module, learners will be able to</i> 1.To assess the efficacy of current design methodologies in addressing product development and market needs. 2.To propose and demonstrate improvements via innovative design interventions and research-backed strategies.	Design Process Evaluation • Application of design thinking in existing products/services • Evaluate gaps in the design process using tools like SWOT, user journey maps, or service blueprints • Studying customer feedback mechanisms and market analytics Concept Development and Innovation • Proposing design improvements or new product concepts • Exploring potential for innovation: materials, form, function, sustainability • Collaborating with industry to validate ideas	
Assignments/ Activities towards CCE			
1. Field Report detailing observations, analysis, and insights of the industry (Product based) 2. Design Concept Portfolio with visual representation of prototypes 3. Presentation along with industry feedback for the ideation.			

Bibliography

Adams, R. (2018). The global fashion business: The essentials. Routledge.

Granger, M. M. (2015). The fashion industry and its careers: An introduction. Bloomsbury Publishing USA.

Givhan, R. (2020). Fashion and international trade: Export documentation and practices. Fashionary International Limited.

McLachlan, J. E., & Hess, P. (2014). Internships for today's world: A practical guide for high schools and community colleges. R&L Education.

Miller, R. (2019). Understanding fashion markets and exports. Palgrave Macmillan.

Waller, M. (2017). Fashion industry: Business and international trade. Wiley.

Yates, J., & Gustavse, D. (2011). Fashion careers guidebook: A guide to every career in the fashion industry and how to get it. Barrons Educational Series.