

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
*(Formerly West Bengal University of Technology)*  
**Syllabus for B. Sc. In Fashion Design & Management**  
**(Effective for Academic Session 2019-2020)**

**SEMESTER VI**

**BFD601**

**Full Marks: 100**

**Sustainable & Ethical Studies IV- Case Study/Dissertation (Theory)**

**Objectives**

- Develop a body of research of sustainable innovations and solutions within the fields of Architecture, Construction and Interior Space Design industries.
- Written analysis and interpretations of data, facts and other information in the form of a dissertation.
- Present an original dissertation on a chosen area of sustainability and ethics within the construction and design industries, which includes facts, specific examples, technical information, discussions and conclusions within given contexts.
- Communicate and present articulately, objective rationales and discussions on the environmental impact and health and well being of their topic.

Units	Course Content
1	<p><b>Research and sourcing:</b></p> <ul style="list-style-type: none"> <li>• Sustainable/Ethical Topic related to industry.</li> <li>• Related articles, facts, figures, diagrams and images.</li> <li>• Organizations, bodies and agencies</li> <li>• Technological developments innovations and discoveries within given context and subject.</li> </ul> <p><b>Written analysis &amp; responding to research:</b></p> <ul style="list-style-type: none"> <li>• Notes</li> <li>• Written observations</li> </ul> <p><b>Drafting and refinement of ideas, arguments, discussions and facts:</b></p> <ul style="list-style-type: none"> <li>• First written draft with notations for refinement, corrections and additions</li> <li>• Second written draft with corrections</li> </ul> <p><b>Final Written Draft:</b></p> <ul style="list-style-type: none"> <li>• Proof-read &amp; complete with all corrections</li> </ul> <p><b>Bibliography &amp; referencing:</b></p> <ul style="list-style-type: none"> <li>• Written bibliography</li> <li>• Correct referencing</li> </ul> <p><b>Presentation &amp; Evaluation:</b></p> <ul style="list-style-type: none"> <li>• Professionally Presented Bound dissertation</li> <li>• Written evaluation against desired outcomes</li> </ul>

**References**

**Books**

1. Case Study Handbook: How to Read, Discuss and Write Persuasively About Cases by Ellet (Author)
2. <http://equip.sbts.edu/article/20-tips-to-help-you-finish-your-dissertation/>
3. [https://www.edugeeksclub.com/blog/How\\_to\\_Write\\_Your\\_Best\\_Dissertation/](https://www.edugeeksclub.com/blog/How_to_Write_Your_Best_Dissertation/)
4. <https://www.oxbridgeessays.com/blog/top-10-masters-dissertation-writing-tips/>
5. <https://neilpatel.com/blog/creating-a-great-case-study/>

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**BFD602**

**Fashion Entrepreneurship, Communication & Brand Development (Theory)**

**Objectives**

To develop students awareness, understanding and knowledge in:

- Specific focus on professional design industry practices including entrepreneurship, copyright issues, plagiarism, business practices, marketing, ethics, and industry innovation in sustainability and standards.
- The objective is also to sensitize students to the relevance of intellectual property in fashion business, and provide an overview of practical aspects leveraging the creative and inventive output of the human mind by use of the legal tools of the IPR system, in the context of the fashion industry.

Units	Course Content
1	<ul style="list-style-type: none"> <li>• Entrepreneurship: Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth.</li> <li>• Introduction to merchandising-definition and objectives of merchandising, role of a merchandiser, requirements of a merchandiser, responsibilities of a merchandiser</li> <li>• Communication skills-communication with buyer and coordination with different departments of a factory</li> <li>• Organizational structure &amp; functions of various departments of a manufacturer Export house</li> <li>• Buying house-store owned buying house &amp; independent buying house.</li> <li>• Forecasting and significance in product planning, sampling, specification sheet, order sheet, line development, lead time , line presentation, minimum length and width</li> <li>• Costing - techniques of costing-forward costing and backward costing, cost control, cost sheet.</li> <li>• Eco friendly textiles and significance of green labeling. Quality control of garments. Care labeling of garments and its types.</li> <li>• An overview of business ethics. Ethical issues in business. Social responsibility. The impact of business environment on ethical decision making. How the organization influences ethical decision making. Development of an effective ethical business plan.</li> </ul>

**Reference:**

1. Inside the Fashion Business, Jeanette Jarnow, Rizzoli International Publications
2. Essential Fashion Design, Anet Boyes, Burch
3. Fashion Marketing, Micheal Easey, Thompson, Sharon, Willans, John, Blackwell Scientific Publications.
4. Marketing Today's Fashion, carol Mueller, Similey, Eleanor Lewitt, Prentice Hall.
5. The End of Fashion: How Marketing Changed the Clothing Business Forever, Teri Agins, Harper Collins.
6. Fashion Merchandising & Marketing, Marian H. Jernigan, Easterling, & Cynthia R, Prentice Hall
7. Fashion Design and product Development, Harold Carr, John Pomeroy, Blackwell science.
8. The Fashion Business: Theory, Practice, Image, Nicola White Berg.

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**BFD681**

**Full Marks: 100**

**Professional Practice (Practical) SESSIONAL**

The module will begin to prepare students for self-employment, employment or further study after graduation through a series of key lectures, master classes by visiting practitioners and business professionals and a number of workshops and seminars covering a range of transferable skills associated with self promotion, employability, reviewing career aspirations and creative practice, as well as planning further study and personal development.

**Objectives**

To develop students awareness, understanding and knowledge in:

- To Plan, design and structure self-promotional material, including the continuing development of their CV.
- Effectively communicate information and analyse evidence, arguments and assumptions to compile a structured report reflecting on employment opportunities and challenges within a specialist professional area.
- Critically review their Personal Development Planning to develop effective strategies towards identifying and achieving personal, academic and career goals; have a greater appreciation of the relationship between study skills, the acquisition of personal transferable skills and future employability.

Units	Course Content
1	<ul style="list-style-type: none"> <li>• Topics covered are designed to meet the range of career aspirations associated with the specialised courses within the School of Art and Design and include: seeking employment, the development of CV's and letters of application, copyright, licensing and protecting your work, contracts, costing creative work, portfolio management, self and business promotion, networking, an introduction to business structures, setting up as a practitioner/freelancer/business, fundraising and seeking support and advice for business and research work, roles and relationships within the Arts and creative industries, membership of professional bodies and their requirements (such as the pathway to becoming a Chartered Member of the Landscape Institute).</li> <li>• This module facilitates students updating their Personal Development Planning (PDP) in the light of experience gained, and skills and knowledge acquired, through reviewing the key lectures, workshops, placements and research undertaken during this module.</li> </ul>

**Reference:**

1. The Fashion Intern - Michele Granger
2. How to Land a Top-Paying Fashion Designers Job - Kevin McKinney

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**BFD682**

**Full Marks: 100**

**Professional Portfolio Development (Practical) SESSIONAL**

The students document all their presentable work done through all semesters and those that portray the student's areas of interest. The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

**Objectives**

To enable the students to:

- To provides an opportunity to undertake a major body of work in designing a fashion collection and freedom to create a portfolio reflecting on past concepts, skills and owns aesthetics developed.
- Students propose an original concept and statement of intent for a creative and innovative final major project, utilizing skills of sourcing, experimenting and editing though in depth research.
- To curate and exhibit a professional concept to communicate a visual collection proposal displayed statically or digitally with a statement of intent, leading on to demonstrate the design process of research, development and presentation.

Units	Course Content
1	<ul style="list-style-type: none"> <li>• The Portfolio should comprise a substantial body of work or a number of smaller relevant pieces. It can be a combination of work that is presented in sketchbook format or be mounted on sheets.</li> <li>• The portfolio would be done using the art software's of which the student have under gone training.</li> <li>• Students should use computer aided backdrops and various innovative layouts. Appropriate selection of designer display folders &amp; different design options are possible for showcasing their creative works.</li> </ul>

**References**

1. Portfolio Presentation for Fashion Designers – Linda Tain, Fairchild
2. Designing Your Fashion Portfolio: From Concept to Presentation - Joanne Ciresi
3. [www.styleportfolios.com](http://www.styleportfolios.com)

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**BFD683**

**Full Marks: 100**

**Design Studio VI – Final Major Project (Practical)**  
**SESSIONAL**

**Outline**

The project incorporates and integrates the understanding of visual interpretation and representation, fashion illustration, pattern making, and construction techniques alongside sustainable design practices thereby making a meaningful correlation and application within a capsule collection of garments in the design project for fashion. This project also incorporates the entire gamut from concept, research, design process and a technical application for design realisation allowing individual interpretation within a thematic concept.

**Objectives**

To enable the students to:

- This project also incorporates the entire gamut from concept, design process and a technical application for design realization allowing individual interpretation within a thematic concept.
- The Project will culminate in a design collection with final pieces and understanding and exploration of research and its importance in design for a selected theme.
- To develop creative designing sensibilities among students for developing ensembles through thematic presentations and interpretations.

<b>Units</b>	<b>Course Content</b>
1	<p><b>Fashion Collection: Design Process</b></p> <ul style="list-style-type: none"> <li>• Research to select a basic theme</li> <li>• Preparing Mood board for the collection</li> <li>• Preparing Fabric &amp; Colour storyboard</li> <li>• Design Development Sheets</li> <li>• Final range of five ensembles</li> <li>• Preparing Specification sheets</li> <li>• Making paper pattern for the collection</li> <li>• Making toile fit for the collection</li> <li>• amending the toile and pattern as necessary to achieve the correct look</li> <li>• Preparing Fabric layout plan</li> <li>• Realize the final collection in appropriate material with proper finishing</li> <li>• Preparing Cost Sheets</li> </ul> <p><b>Presentation and Evaluation</b></p> <p><b>Each student will conceptualize and develop a collection of at least five ensembles which demonstrate the student creativity and understanding of the market.</b></p> <p><b>The collection will be displayed as a fashion show finale.</b></p>

**References:**

1. Developing a fashion collection by Elinor & Colin Renfrew
2. Research & Design for Fashion by Simon Seivewright & Richard Sorger
3. Basics Fashion Design: Developing a Collection - Elinor Renfrew
4. Basics Fashion Design: Research and Design - Simon Seivewright
5. Creating a Successful Fashion Collection: Everything You Need to Develop a Great Line and Portfolio - Steven Faerm
6. Creativity in Fashion Design - Tracy Jennings
7. Creative Fashion Presentations - Polly Guerin
8. Doing Research in Fashion and Dress: An Introduction to Qualitative Methods - Yuniya Kawamura