



॥ सा विद्या या विमुक्तये ॥

**स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड**

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED**

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

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शैक्षणिक वर्ष २०२४-२५ पासून राष्ट्रीय  
शैक्षणिक धोरणानुसार लागू केलेल्या आंतर  
विद्याशाखीय अभ्यास विद्याशाखेतील  
पदव्युत्तर द्वितीय वर्षाचा सुधारित (दुरुस्ती)  
अभ्यासक्रमाबाबत.

## प रि प त्र क

संदर्भ : शै-१/एनईपी/आविशाखापदवी/२०२४-२५/१५९ दि.२२.०७.२०२४

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, संदर्भीय परिपत्रकान्वये दिनांक १५ मे २०२४ रोजी संपन्न झालेल्या मा.विद्या परिषद बैठकीतील विषय क्र.१८/५९-२०२४ अन्वये मान्यता दिल्यानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरणानुसार पदव्युत्तर द्वितीय वर्षाचे अभ्यासक्रम शैक्षणिक वर्ष २०२४-२५ पासून लागू करण्यात आले होते.

तथापि, वरील संदर्भीय परिपत्रकान्वये प्रकाशित केलेल्या अभ्यासक्रमामध्ये अभ्यास मंडळ अध्यक्षांनी किरकोळ दुरुस्ती करून अभ्यासक्रम सादर केला असून, मा.अधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा यांच्या मान्यतेने दुरुस्ती केलेला खालील सुधारित अभ्यासक्रम (Syllabus) लागू करण्यात येत आहे.

### **01 M.A. II Year Fashion Design (Affiliated Colleges)**

सदरील परिपत्रक व अभ्यासक्रम (Syllabus) प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शै-१/परिपत्रक/पदव्युत्तर/सुधारित/२०२४-२७/155

दिनांक : ०८.०८.२०२४

०९.०८.२०२४

उपकुलसचिव

शैक्षणिक (१-अभ्यास मंडळे) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :-

- १) मा. कुलगुरु महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. प्र.कुलगुरु महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ
- ३) मा. अधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा, प्रस्तुत विद्यापीठ.
- ४) मा. संचालक, परिक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ५) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. यांना देवून कळविण्यात येते की, परिपत्रक अभ्यासक्रम संकेतस्थळावर प्रसिध्द करण्यात यावेत.

**SWAMI RAMANAND TEERTH**  
**MARATHWADA UNIVERSITY, NANDED - 431 606**



(Structure and Syllabus of Four Years Multidisciplinary Degree  
Program with Multiple Entry and Exit Option)

**TWO YEAR MASTERS PROGRAMME IN**  
**ARTS**

Subject **Fashion Design.**

Under the Faculty of  
**Interdisciplinary Studies**

Effective from Academic year 2024 – 2025  
(As per NEP-2020)

## **Forward by the Dean, Faculty of Interdisciplinary Studies**

### **SAMPLE COPY (Need to be Modified)**

#### **From the Desk of the Dean:**

To meet the challenge of ensuring excellence in engineering education, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education. The major emphasis of accreditation process is to measure the outcomes of the program that is being accredited. In line with this Faculty of Technology of University of Mumbai has taken a lead in incorporating philosophy of outcome based education in the process of curriculum development.

Faculty of Technology, University of Mumbai, in one of its meeting unanimously resolved that, each Board of Studies shall prepare some Program Educational Objectives (PEO's) and give freedom to affiliated Institutes to add few (PEO's) and course objectives and course outcomes to be clearly defined for each course, so that all faculty members in affiliated institutes understand the depth and approach of course to be taught, which will enhance learner's learning process. It was also resolved that, maximum senior faculty from colleges and experts from industry to be involved while revising the curriculum. I am happy to state that, each Board of studies has adhered to the resolutions passed by Faculty of Technology, and developed curriculum accordingly. In addition to outcome based education, semester based credit and grading system is also introduced to ensure quality of engineering education.

Semester based Credit and Grading system enables a much-required shift in focus from teacher-centric to learner-centric education since the workload estimated is based on the investment of time in learning and not in teaching. It also focuses on continuous evaluation which will enhance the quality of education. University of Mumbai has taken a lead in implementing the system through its affiliated Institutes and Faculty of Technology has devised a transparent credit assignment policy and adopted ten points scale to grade learner's performance. Credit assignment for courses is based on 15 weeks teaching learning process, however content of courses is to be taught in 12-13 weeks and remaining 3-2 weeks to be utilized for revision, guest lectures, coverage of content beyond syllabus etc.

Credit and grading based system was implemented for First Year of Engineering from the academic year 2012-2013. Subsequently this system will be carried forward for Second Year Engineering in the academic year 2013-2014, for Third Year and Final Year Engineering in the academic years 2014-2015 and 2015-2016 respectively.

**Dr.C.B. Baviskar, Dean, Faculty of Interdisciplinary Studies,  
Swami Ramanand Teerth Marathwada University, Nanded**

NOTE: - A Three Years degree course any recognized university bachelor in Fashion Design B.A.F.D. , BSC, BDFC, BFA, BVoc, Graduation or equivalent degree in Fashion / Textile Design can eligible for admission.

***Need to be modified following guidelines of NEP-2020 and its outcome  
and Overall improvement in Education system***

**From Desk of Chairman, Board of Studies of the Subject...Fashion Design.....**

**SAMPLE COPY (Need to be Modified)**

**Preamble:**

The engineering education in India in general is expanding in manifolds. Now, the challenge is to ensure its quality to the stakeholders along with the expansion. To meet this challenge, the issue of quality needs to be addressed, debated and taken forward in a systematic manner. Accreditation is the principal means of quality assurance in higher education and reflects the fact that in achieving recognition, the institution or program of study is committed and open to external review to meet certain minimum specified standards. The major emphasis of this accreditation process is to measure the outcomes of the program that is being accredited. Program outcomes are essentially a range of skills and knowledge that a student will have at the time of graduation from the program. An engineering program must ensure that its graduates understand the basic concepts of science and mathematics, have gone through one engineering field in dept of appreciate and use its methodologies of analyses and design, and have acquired skills for life- long learning.

An engineering program must therefore have a mission statement which is in conformity with program objectives and program outcomes that are expected of the educational process. The outcomes of a program must be measureable and must be assessed regularly through proper feedback for improvement of the programme. There must be a quality assurance process in place within the Institute to make use of the feedback for improvement of the programme. The curriculum must be constantly refined and updated to ensure that the defined objectives and outcomes are achieved. Students must be encouraged to comment on the objectives and outcomes and the role played by the individual courses in achieving them. In line with this Faculty of Technology of University of Mumbai has taken a lead in incorporating philosophy of outcome based education in the process of curriculum development.

I, as Chairman, Board of Studies in Electronics and Telecommunication Engineering University of Mumbai, happy to state here that, Program Educational Objectives were finalized in a meeting where more than 20 members from different Institutes were attended, who were either Heads or their representatives of Electronics and Telecommunication Engineering Department. The Program Educational Objectives finalized for undergraduate program in Electronics and Telecommunication Engineering are listed below;

- To provide students with a strong foundation in the mathematical, scientific and engineering fundamentals necessary to formulate, solve and analyze engineering problems and to prepare them for graduate studies.
- To prepare students to demonstrate an ability to identify, formulate and solve electronics and telecommunication engineering problems.
- To prepare students to demonstrate ability to design electrical and electronics systems and conduct experiments, analyze and interpret data.
- To prepare students to demonstrate for successful career in industry to meet needs of Indian and multi-national companies.
- To develop the ability among students to synthesize data and technical concepts from applications to product design.
- To provide opportunity for students to work as part of teams on multidisciplinary projects.
- To promote awareness among students for the life-long learning and to introduce them to professional ethics and codes of professional practice.

In addition to above more program educational objectives of their own may be added by affiliated Institutes.

In addition to Program Educational Objectives, for each course of undergraduate program, objectives and expected outcomes from learner's point of view are also included in the curriculum to support the philosophy of outcome based education. I believe strongly that small step taken in right direction will definitely help in providing quality education to the stake holders.

.....

**Dr.**

**Member of Dr. Anita Kulkarni, Prof. Suvarna Lavand., Board of Studies of the subject Fashion Design.**

**Swami Ramanand Teerth Marathwada University, Nanded**

***NOTE: - Need to be rewritten as per program outcomes and the objectives***

***Details of the Board of Studies Members in Fashion Design under the faculty of Science & Technology of S.R.T.M. University, Nanded***

| <b><i>Sr No</i></b> | <b><i>Name of the Member</i></b>     | <b><i>Designation</i></b> | <b><i>Address</i></b>                              | <b><i>Contact No.</i></b> |
|---------------------|--------------------------------------|---------------------------|----------------------------------------------------|---------------------------|
| <b><i>1.</i></b>    | <b><i>Dr. Anita Kulkarni.</i></b>    | <b><i>Chairman.</i></b>   | <b><i>SST College of Fashion Design Latur.</i></b> | <b><i>9881299249.</i></b> |
| <b><i>2.</i></b>    | <b><i>Prof. Suvarna Lavand.</i></b>  | <b><i>Member.</i></b>     | <b><i>Dayanand Arts College Latur.</i></b>         | <b><i>9860824933.</i></b> |
| <b><i>3</i></b>     | <b><i>Prof. Harsha Jain</i></b>      | <b><i>Member.</i></b>     | <b><i>Dayanand Arts College Latur.</i></b>         | <b><i>9404352047</i></b>  |
| <b><i>4</i></b>     | <b><i>Prof. Pallavi Deshmukh</i></b> | <b><i>Member.</i></b>     | <b><i>Dayanand Arts College Latur</i></b>          | <b><i>9970781582</i></b>  |
| <b><i>5</i></b>     | <b><i>Prof. Deepa Nilawar.</i></b>   | <b><i>Member.</i></b>     | <b><i>Dayanand Arts College Latur</i></b>          | <b><i>9420832757.</i></b> |
| <b><i>6</i></b>     | <b><i>Prof. Priti Birajdar.</i></b>  | <b><i>Member.</i></b>     | <b><i>Dayanand Arts College Latur</i></b>          | <b><i>8600860996.</i></b> |
| <b><i>7</i></b>     | <b><i>Prof. Rasika Naik.</i></b>     | <b><i>Member.</i></b>     | <b><i>Dayanand Arts College Latur</i></b>          | <b><i>9960784792.</i></b> |
|                     |                                      |                           |                                                    |                           |
|                     |                                      |                           |                                                    |                           |



# Swami Ramanand Teerth Marathwada University, Nanded

## *Faculty of Interdisciplinary Studies*

### *Credit Framework for Two Year PG Program*

#### **Subject: M.A. Fashion Design IInd Year .**

| <b>Exit option: Exit Option with PG Diploma (after 2024-25)</b> |          |                                                                                                                                                                                            |                                                                                                    |                                                                 |           |                                                  |                                                                                                                   |           |
|-----------------------------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------|
| <b>2</b>                                                        | <b>3</b> | <b>IFASC501 (4 Cr)</b><br><b>Brand Management {TH}</b><br><b>IFASC502 (4 Cr)</b><br><b>Fashion Journalism {TH}.</b><br><b>IFASC503 (4 Cr)</b><br><b>Intellectual Property Rights {TH}.</b> | <b>IFASE501 (2 Cr)</b><br><i>(From same Department / School)</i><br><b>Advanced Portfolio.{PR}</b> | --                                                              |           | <b>Research Project</b><br><b>IFASR551 (4Cr)</b> | <b>IFASP501 (2 Cr)</b><br><b>Brand Management{PR}</b><br><b>IFASP502 (2 Cr)</b><br><b>Fashion Journalism {PR}</b> | <b>22</b> |
|                                                                 | <b>4</b> | <b>IFASC 551 (4 Cr)</b><br><b>Brand Management {TH}</b><br><b>IFASC 552 (4 Cr)</b><br><b>Fashion Journalism {TH}.</b>                                                                      | <b>IFASE551 (2 Cr)</b><br><i>(From same Department / School)</i><br><b>Advanced Portfolio.{PR}</b> | <b>IFASPE 551</b><br><b>Publication Ethics</b><br><b>(4 Cr)</b> |           | <b>Research Project</b><br><b>IFASR552 (4Cr)</b> | <b>IFASP551 (2 Cr)</b><br><b>Brand Management{PR}</b><br><b>IFASP552 (2 Cr)</b><br><b>Fashion Journalism {PR}</b> | <b>22</b> |
| <b>Total Credits</b>                                            |          | <b>44</b>                                                                                                                                                                                  | <b>16</b>                                                                                          | <b>05</b>                                                       | <b>03</b> | <b>10</b>                                        | <b>10</b>                                                                                                         | <b>88</b> |



## M. A. second Year Semester IIIrd (Level 6.0 )

### Teaching Scheme

|                                | Course Code       | Course Name                        | Credits Assigned |           |           | Teaching Scheme<br>(Hrs/ week) |            |
|--------------------------------|-------------------|------------------------------------|------------------|-----------|-----------|--------------------------------|------------|
|                                |                   |                                    | Theory           | Practical | Total     | Theory                         | Practical  |
| <b>Major</b>                   | <b>IFASC501</b>   | Brand Management {TH}              | 04               | --        | <b>04</b> | 60                             | --         |
|                                | <b>IFASC 502</b>  | Fashion Journalism {TH             | 04               | --        | <b>04</b> | 60                             | --         |
|                                | <b>IFASC 503</b>  | Intellectual Property Rights {TH}. | 04               | --        | <b>04</b> | 60                             | --         |
| <b>Elective<br/>(DSE) (Pr)</b> | <b>IFASE501</b>   | Advanced Portfolio.{PR}            |                  | 02        | <b>02</b> |                                | 60         |
| <b>Research Project</b>        | <b>IFAS RM551</b> | Research Project                   | -                | 04        | <b>04</b> |                                | 60         |
| <b>DSC Practical</b>           | <b>IFASP501</b>   | Brand Management{PR}               | --               | 02        | <b>02</b> | --                             | 20         |
|                                | <b>IFASP502</b>   | Fashion Journalism {PR}            | --               | 02        | <b>02</b> | --                             | 20         |
|                                |                   |                                    | --               |           |           | --                             |            |
| <b>Total Credits</b>           |                   |                                    | <b>12</b>        | <b>12</b> | <b>22</b> | <b>180</b>                     | <b>160</b> |





## M. A. second Year Semester IIIrd (Level 6.0)

### Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

(For illustration we have considered a paper of 02 credits, 50 marks, need to be modified depending on credits of individual paper)

| Subject<br>(1)         | Course<br>Code<br>(2) | Course Name<br>(3)                 | Theory                        |                |                            |              | Practical |            | Total<br>Col (6+7) /<br>Col (8+9)<br>(10) |
|------------------------|-----------------------|------------------------------------|-------------------------------|----------------|----------------------------|--------------|-----------|------------|-------------------------------------------|
|                        |                       |                                    | Continuous Assessment<br>(CA) |                |                            | ESA          |           |            |                                           |
|                        |                       |                                    | Test<br>I<br>(4)              | Test II<br>(5) | Avg of<br>(T1+T2)/2<br>(6) | Total<br>(7) | CA<br>(8) | ESA<br>(9) |                                           |
| Major                  | IFASC501              | Brand Management {TH}              | 20                            | 20             | 40                         | 60           | --        | --         | 100                                       |
|                        | IFASC 502             | Fashion Journalism {TH}            | 20                            | 20             | 40                         | 60           | --        | --         | 100                                       |
|                        | IFASC 503             | Intellectual Property Rights {TH}. | 20                            | 20             | 40                         | 60           | --        | --         | 100                                       |
| Elective<br>(DSE) (Pr) | IFASE501              | Advanced Portfolio.{PR}            | 00                            | 00             |                            |              | 20        | 30         | 50                                        |
| Research<br>Project    | IIFAS<br>RM551        | Research Project                   | 00                            | 00             |                            |              | 40        | 60         | 100                                       |
| DSE<br>Practical       | IFASP501              | Brand Management{PR}               | --                            | --             | --                         | --           | 20        | 30         | 50                                        |
|                        | IFASP502              | Fashion Journalism<br>{PR}         | --                            | --             | --                         | --           | 20        | 30         | 50                                        |
|                        |                       |                                    | --                            | --             | --                         | --           |           |            |                                           |



## M. A. second Year Semester IVth (Level 6.0 )

### Teaching Scheme

|                             | Course Code      | Course Name              | Credits Assigned |           |           | Teaching Scheme (Hrs/ week) |            |
|-----------------------------|------------------|--------------------------|------------------|-----------|-----------|-----------------------------|------------|
|                             |                  |                          | Theory           | Practical | Total     | Theory                      | Practical  |
| <b>Major</b>                | IFASC 551        | Brand Management {TH}    | 04               | --        | <b>04</b> | 60                          | --         |
|                             | IFASC 552        | Fashion Journalism {TH}. | 04               | --        | <b>04</b> | 60                          | --         |
|                             |                  |                          |                  | --        |           |                             | --         |
| <b>Elective (DSE) (Pr)</b>  | <b>IDSC</b> E551 | Advanced Portfolio.{PR}  |                  | 02        | <b>02</b> |                             | 60         |
| <b>Research Methodology</b> | IFASPE 551       | Publication Ethics       | 04               | --        | <b>04</b> | 30                          |            |
| <b>Research Project</b>     | IFASR552         | Research Project         |                  | 04        | <b>04</b> |                             | 90         |
| <b>DSC Practical</b>        | IFASP551         | Brand Management{PR}     | --               | 02        | <b>02</b> | --                          | 20         |
|                             | IFASP552         | Fashion Journalism {PR}  | --               | 02        | <b>02</b> | --                          | 20         |
|                             |                  |                          | --               |           |           | --                          |            |
| <b>DSE Practical</b>        |                  |                          | --               |           |           | --                          |            |
| <b>Total Credits</b>        |                  |                          | <b>10</b>        | <b>12</b> | <b>22</b> | <b>150</b>                  | <b>190</b> |



## M. A. second Year Semester IVth (Level 6.0 )

### Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

(For illustration we have considered a paper of 02 credits, 50 marks, need to be modified depending on credits of individual paper)

| Subject<br>(1)                  | Course<br>Code<br>(2) | Course Name<br>(3)          | Theory                        |                |                            |              | Practical |            | Total<br>Col (6+7) /<br>Col (8+9)<br>(10) |
|---------------------------------|-----------------------|-----------------------------|-------------------------------|----------------|----------------------------|--------------|-----------|------------|-------------------------------------------|
|                                 |                       |                             | Continuous Assessment<br>(CA) |                |                            | ESA          |           |            |                                           |
|                                 |                       |                             | Test<br>I<br>(4)              | Test II<br>(5) | Avg of<br>(T1+T2)/2<br>(6) | Total<br>(7) | CA<br>(8) | ESA<br>(9) |                                           |
| <b>Major</b>                    | IFASC 551             | Brand Management<br>{TH}    | 20                            | 20             | 40                         | 60           | --        | --         | 100                                       |
|                                 | IFASC 552             | Fashion Journalism<br>{TH}. | 20                            | 20             | 40                         | 60           | --        | --         | 100                                       |
|                                 |                       |                             |                               |                |                            |              | --        | --         |                                           |
| <b>Elective<br/>(DSE) (Pr)</b>  | <b>IDSCE551</b>       | Advanced<br>Portfolio.{PR}  |                               |                |                            |              | 20        | 30         | 50                                        |
| <b>Research<br/>Methodology</b> | IFASPE 551            | Publication Ethics          |                               | --             | 40                         | 60           |           |            | 100                                       |
| <b>Research<br/>Project</b>     | IFASR552              | Research Project            |                               |                |                            |              | 40        | 60         | 100                                       |
| <b>DSE<br/>Practical</b>        | IFASP551              | Brand Management{PR}        | --                            | --             | --                         | --           | 20        | 30         | 50                                        |
|                                 | IFASP552              | Fashion Journalism {PR}     | --                            | --             | --                         | --           | 20        | 30         | 50                                        |
|                                 |                       |                             | --                            | --             | --                         | --           |           |            |                                           |
| <b>DSE<br/>Practical</b>        |                       |                             | --                            | --             | --                         | --           |           |            |                                           |

**Course Structure:** *Major 1 - Teaching Scheme*

| CourseCode | Course Name<br>(Paper Title) | Teaching Scheme (Hrs.) |           | Credits Assigned |           |       |
|------------|------------------------------|------------------------|-----------|------------------|-----------|-------|
|            |                              | Theory                 | Practical | Theory           | Practical | Total |
| IFASC501   | Brand Management {           | 60                     | 20        | 04               | 01        | 05    |

*Major 1 - Assessment Scheme*

| Course Code<br>(2) | Course Name<br>(3) | Theory        |                |                            |            | Practical |            | Total<br>[Col (6+7) /<br>Col (8+9)]<br><br>(10) |
|--------------------|--------------------|---------------|----------------|----------------------------|------------|-----------|------------|-------------------------------------------------|
|                    |                    | CA            |                |                            | ESA<br>(7) |           |            |                                                 |
|                    |                    | Test I<br>(4) | Test II<br>(5) | Avg of<br>(T1+T2)/2<br>(6) |            | CA<br>(8) | ESA<br>(9) |                                                 |
| IFASC501           | Brand Management   | 20            | 20             | 20                         | 80         | 05        | 20         | 25                                              |

## **IDSCC101: *Title (Major 1) Curriculum Details***

### **Course pre-requisite:**

Aimed at core skill in design realisation & in fashion theory students to know design & Forecasting Trends .

### **Course objectives:**

- To offers students a rigorous & innovative curriculum taught by faculty with outstanding academic & industry experience
- To develop student's aesthetic, intellectual & technological abilities through programs that integrates theory & practical

### **Course outcomes:**

- The course also tunes student's entrepreneurial skills to set up their own manufacturing units & export startup

**Curriculum Details:** *(There shall be FOUR Modules in each course)*

## IFASC501 Brand Management {TH} SEM –III

### Objectives –

Identify the steps involve in the brand management processA distinguish between a product and brand

Apply concept of brand architecture and design to a real world business scenarioldentify the fashion brandsAwareness about the brand

**Pre -Requites:** student should know about fashion brands.

### Learning Outcomes:

This subject takes you through key terminology such as brand identity, brand

personality, brand positioning, brand communication, brand image. Brand management is presented

along with examples from different markets.

| Module No.    | UnitNo.    | Topic                                      | Hrs. Required to cover the contents |
|---------------|------------|--------------------------------------------|-------------------------------------|
| <b>Unit 1</b> |            | <b>Understanding fashion brand</b>         | <b>20 Hrs.</b>                      |
|               | <b>1.1</b> | Introduction of fashion brand              |                                     |
|               | <b>1.2</b> | Definition and importance of brand         |                                     |
|               | <b>1.3</b> | Characteristic of brand                    |                                     |
|               | <b>1.4</b> | Different classes of brand                 |                                     |
| <b>Unit 2</b> |            | <b>Fundamentals of fashion brand</b>       | <b>10Hrs.</b>                       |
|               | <b>2.1</b> | Brand identity                             |                                     |
|               | <b>2.2</b> | Brand personality                          |                                     |
|               | <b>2.3</b> | Brand image                                |                                     |
| <b>Unit 3</b> |            | <b>Communication Process of Brand</b>      | <b>10 Hrs.</b>                      |
|               | <b>3.1</b> | Events, promotion and advertising          |                                     |
|               | <b>3.2</b> | Advertising process                        |                                     |
|               | <b>3.3</b> | Advertising agency & Media                 |                                     |
| <b>Unit 4</b> |            | <b>Brand Extension</b>                     | <b>20 Hrs.</b>                      |
|               | <b>4.1</b> | Types of brand extension                   |                                     |
|               | <b>4.2</b> | Need for brand extension                   |                                     |
|               | <b>4.3</b> | Pros and cons of brand extension           |                                     |
|               | <b>4.4</b> | Category and image related brand extension |                                     |
|               |            | <b>Total</b>                               | <b>60</b>                           |

### Text Books:

1. .. John Hedge “Photography” courses, John Hedge
2. - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.
3. - Dynamic of fashion, concept to consumer - Elain Stone

### Reference Books:

1. John Hedge “Photography” courses, John Hedge
2. - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.

3. - **Dynamic of fashion, concept to consumer** -..Elain Stone

4. ..

### **IFASC502 Fashion Journalism {TH) SEM –III**

**Objectives** -: **Access to Fashion Industry**: Students can have access to fashion events, designers, and trends. 3.

**Influence**: Fashion journalists can shape public opinion and trends.

| <b>Module</b> | <b>UnitNo.</b> | <b>Topic</b> | <b>Hrs.</b> |
|---------------|----------------|--------------|-------------|
|---------------|----------------|--------------|-------------|

| No.            |            |                                                | Required to cover the contents |
|----------------|------------|------------------------------------------------|--------------------------------|
| <b>Unit 1.</b> |            | <b>Introduction to journalism</b>              | <b>20 Hrs.</b>                 |
|                | <b>1.1</b> | Introduction.                                  |                                |
|                | <b>1.2</b> | History of journalism                          |                                |
|                | <b>1.3</b> | Priorities of Journalism.                      |                                |
|                |            |                                                |                                |
| <b>Unit 2.</b> |            | <b>Evolution of Journalism.</b>                | <b>10 Hrs.</b>                 |
|                | <b>2.1</b> | Purpose of Journalism.                         |                                |
|                | <b>2.2</b> | Importance of Journalism.                      |                                |
|                | <b>2.3</b> | Types of Journalism.                           |                                |
| <b>Unit 3.</b> |            | <b>Fashion Media &amp; Mass communication.</b> | <b>10 Hrs.</b>                 |
|                | <b>3.1</b> | Introduction of Fashion media.                 |                                |
|                | <b>3.2</b> | Media & Audience.                              |                                |
|                | <b>3.3</b> | Mass Communication Media.                      |                                |
| <b>Unit 4.</b> |            | <b>Fashion Industry &amp; Journalism.</b>      | <b>20 Hrs.</b>                 |
|                | <b>4.1</b> | Introduction to Fashion Industry.              |                                |
|                | <b>4.2</b> | Fashion Industry & Journalism                  |                                |
|                | <b>4.3</b> | Idea & Sources.                                |                                |
|                | <b>4.4</b> | Interviewing Method.                           |                                |
|                |            | <b>Total</b>                                   | <b>60</b>                      |

### Reference Book

1. Fashion Journalism By **Julie Bradford**
2. Insights on Fashion Journalism By **Rosie Findlay, Johannes Reponen.**
3. Rosengyen Karl Enik 2000 Communication & introduction.
4. Basics Of Journalism – Pondichery University – Directory of Distance Education – Dr. Viyay & Palani, Dr. Suresh, Dr. A.Md Mohideen, Dr.K. Rajanaman, Ms. Anju Nair.
5. Fashion Journalism IInd Edition- Julie Bradford-

## **IFASC503 Intellectual Property Rights (TH) SEM –III**

**Objectives -:** The primary function of intellectual property rights (IPRs) is to protect and stimulate the development and distribution of new products and the provision of new services based on the creation and exploitation of inventions, trademarks, designs, creative content or other intangible assets.

| Module No. | UnitNo. | Topic | Hrs. |
|------------|---------|-------|------|
|------------|---------|-------|------|



|                |            |                                                                                                                                       | Required to cover the contents |
|----------------|------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| <b>Unit 1.</b> |            | <b>Copyrights</b>                                                                                                                     |                                |
|                | <b>1.1</b> | <b>Copyrights:</b> Fundamentals of copyright law, originality of material, right of reproduction, right to perform the work publicly. | <b>20 Hrs</b>                  |
|                | <b>1.2</b> | Copyright ownership issues, notice of copyright.                                                                                      |                                |
|                | <b>1.3</b> | <b>Patents:</b> Foundation of patent law, patent searching process, Basic Criteria of Patentability                                   |                                |
|                | <b>1.4</b> |                                                                                                                                       |                                |
| <b>Unit 2.</b> |            | <b>Managing IP Rights:</b>                                                                                                            |                                |
|                | <b>2.1</b> | Acquiring IP Rights: letters of instruction,                                                                                          | <b>10 Hrs</b>                  |
|                | <b>2.2</b> | Joint collaboration agreement,                                                                                                        |                                |
|                | <b>2.3</b> | <b>Transferring IP Rights:</b> Assignment contract, license agreement, deed of assignment                                             |                                |
| <b>Unit 3.</b> |            | <b>Industrial Designs</b>                                                                                                             |                                |
|                | <b>3.1</b> | <b>Industrial Designs:</b> Kind of protection provided in Industrial design                                                           | <b>10 Hrs</b>                  |
|                | <b>3.2</b> | Law of Protection.                                                                                                                    |                                |
|                | <b>3.3</b> | Techniques of Design Protection.                                                                                                      |                                |
| <b>Unit 4.</b> |            | <b>Influence of Fashion Forecasting</b>                                                                                               |                                |
|                | <b>4.1</b> | <b>Protecting IP Rights:</b> non disclosure agreement, cease and desist letter,.                                                      | <b>20 Hrs</b>                  |
|                | <b>4.2</b> | settlement memorandum .                                                                                                               |                                |
|                | <b>4.3</b> | Laws for Protection Creators & innovators in Design                                                                                   |                                |
|                | <b>4.4</b> |                                                                                                                                       |                                |
|                |            | <b>Total</b>                                                                                                                          | <b>60</b>                      |

### **Reference Books:**

#### **TEXT BOOKS:**

1. Intellectual property right by Deborah E Bouchoux
2. Cyber law, Text and cases South western special topics collection.
3. Intellectual property rights by N.K Acharya
4. Fundamentals of IPR for engineers, BY komal bansal
5. Intellectual property rights by P. Radhakrishn

## **IFASE501 Advanced Portfolio.{PR}.Sem IIIrd**

### **Objectives –**

A design portfolio is a tangible representation of your expertise and capabilities. It's the first impression potential clients, employers, or collaborators will have of your work. An organized and visually appealing portfolio demonstrates your proficiency in design principles, techniques, and software applications.  
Pre-requisites: student should know about fashion brands.

**Learning Outcomes:** This subject takes you through key terminology such as brand identity, brand

personality, brand positioning, brand communication, brand image. Brand management is presented along with examples from different markets.

| Unit 1 |     | Theme Designing.                                                                           | 60 Hrs. |
|--------|-----|--------------------------------------------------------------------------------------------|---------|
|        | 1.1 | The art of creating stylized and mix media illustrations synchronous to your theme design. |         |
|        | 1.2 | Select theme .                                                                             |         |
|        | 1.3 | Make a story board & other boards.                                                         |         |
|        | 1.4 | Make a four designs.                                                                       |         |

***Text Books:***

1. [Beene by Beene](#)
2. [Classic guide to sewing the perfect jacket](#)
3. [Costume design : techniques of modern masters / Lynn Pecktal.](#)
4. [Creating a successful fashion collection / Steven Faerm. Designer's Guide to Fashion Apparel](#)

***IFASR551Research Project.{PR}.Sem IIIrd***

**Objectives –**

The objectives of the research proposal are to help the researcher to define the contents and to plan and execute a research project, and to inform potential collaborators and supporters about the topic

**.Learning Outcomes:**

- Apply critical thinking skills.
- Apply foundational research skills to address a research question.
- Demonstrate planning, time and change management skills.

- Demonstrate leadership skills.

| Unit 1 |     | Project Report.           | 60 Hrs. |
|--------|-----|---------------------------|---------|
|        | 1.1 | Select topic.             |         |
|        | 1.2 | Research on topic.        |         |
|        | 1.3 | Make a synopsis.          |         |
|        | 1.4 | Presentation of synopsis. |         |

***Text Books:***

***Text Books :-***Research Methodology (Methods & techniques) - ,Gaurav Garg.  
 -Research h methodology --Dr Mahesh Kulkarni Nirali Prakashan  
 -Research foundation ---somatic mule and sabarathanam V.E.1980  
 - Research methods in extension Education New Delhi..

***Reference Books:***

-Research Methodology (Methods & techniques) - ,Gaurav Garg.  
 -Research h methodology --Dr Mahesh Kulkarni Nirali Prakashan  
 -Research foundation ---somatic mule and sabarathanam V.E.1980  
 - Research methods in extension Education New Delhi..

## IFASP501 Brand Management{PR} ( SEM –III )

### Objectives –

Identify the steps involve in the brand management process

A distinguish between a product and brand

Apply concept of brand architecture and design to a real world business scenario

Identify the fashion brands

Awareness about the brand

**Pre-requisites:** student should know about fashion brands.

**Learning Outcomes:** This subject takes you through key terminology such as brand identity, brand personality, brand positioning, brand communication, brand image. Brand management is presented along with examples from different markets.

| Module No. | UnitNo. | Topic                                     | Hrs. Required to cover the contents |
|------------|---------|-------------------------------------------|-------------------------------------|
| Unit 1     |         | Logo Designing & Brand Development.       | 20 Hrs.                             |
|            | 1.1     | Make a logo Designs for your Merchandise. |                                     |
|            | 1.2     | Establish Your Brand With Story Board.    |                                     |
|            | 1.3     | Types of Medias for Promotion.            |                                     |
|            | 1.4     | Customer Reviews .                        |                                     |

***Text Books:***

4. .. John Hedge “Photography” courses, John Hedge
5. - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.
6. - Dynamic of fashion, concept to consumer - Elain Stone

***Reference Books:***

5. John Hedge “Photography” courses, John Hedge
6. - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.
7. - Dynamic of fashion, concept to consumer -..Elain Stone

## **IFASP552 Fashion Journalism {PR} Sem IIIrd**

**Objectives -:** **Access to Fashion Industry:** Students can have access to fashion events, designers, and trends. 3.  
**Influence:** Fashion journalists can shape public opinion and trends.

| <b>Module No.</b> | <b>UnitNo.</b> | <b>Topic</b>                                | <b>Hrs. Required to cover the contents</b> |
|-------------------|----------------|---------------------------------------------|--------------------------------------------|
| <b>Unit 1</b>     |                | <b>Interview</b>                            | <b>20 Hrs.</b>                             |
|                   | <b>1.1</b>     | Make a Report on any two Fashion Designers. |                                            |
|                   | <b>1.2</b>     | Bullets on Highlighted Work.                |                                            |
|                   | <b>1.3</b>     | Make News for News Paper.                   |                                            |
|                   | <b>1.4</b>     | Submit Project Report..                     |                                            |

## Reference Book

1. Fashion Journalism By **Julie Bradford**
2. Insights on Fashion Journalism By **Rosie Findlay, Johannes Reponen.**
3. Rosengven Karl Enik 2000 Communication & introduction.
4. Basics Of Journalism – Pondichery University – Directory of Distance Education – Dr. Viyay & Palani, Dr. Suresh, Dr. A.Md Mohideen, Dr.K. Rajanaman, Ms. Anju Nair.
5. Fashion Journalism IInd Edition- Julie Bradford-

## IVth Semester

### **IFASC 551 Brand Management {TH} IVth Sem**

#### **Objectives –**

Identify the steps involve in the brand management processA distinguish between a product and brand

Apply concept of brand architecture and design to a real world business scenarioIdentify the fashion brandsAwareness about the brand

**Pre -Requites:** student should know about fashion brands.

#### **Learning Outcomes:**

This subject takes you through key terminology such as brand identity, brand

personality, brand positioning, brand communication, brand image. Brand management is presented

along with examples from different markets.

| <b>Module No.</b> | <b>UnitNo.</b> | <b>Topic</b>            | <b>Hrs. Required to cover the contents</b> |
|-------------------|----------------|-------------------------|--------------------------------------------|
| <b>Unit 1</b>     |                | <b>Brand Awareness.</b> | <b>20 Hrs</b>                              |
|                   | <b>1.1</b>     | Brand Positioning.      |                                            |
|                   | <b>1.2</b>     | Brand Loyalty .         |                                            |
|                   | <b>1.3</b>     | Brand Equity            |                                            |

|               |            |                                       |               |
|---------------|------------|---------------------------------------|---------------|
|               | <b>1.4</b> | Brand Value.                          |               |
| <b>Unit 2</b> |            | <b>Luxury Fashion Brand.</b>          |               |
|               | <b>2.1</b> | Definition.                           | <b>10 Hrs</b> |
|               | <b>2.2</b> | Luxury Values & Development.          |               |
|               | <b>2.3</b> | Who is the Luxury Fashion Consumer.   |               |
| <b>Unit 3</b> |            | <b>Building Fashion Brand.</b>        |               |
|               | <b>3.1</b> | Planning Fashion Brands.              | <b>10 Hrs</b> |
|               | <b>3.2</b> | Elements of Fashion Brand.            |               |
|               | <b>3.3</b> | Shaping Fashion Brand Experiences.    |               |
| <b>Unit 4</b> |            | <b>Developing Fashion Brands.</b>     |               |
|               | <b>4.1</b> | The Changing Nature of Fashion Brand. | <b>20 Hrs</b> |
|               | <b>4.2</b> | Expanding Fashion Brands.             |               |
|               | <b>4.3</b> | Measuring Fashion Brand Performance.  |               |
|               | <b>4.4</b> | Fashion Brand Portfolio.              |               |
|               |            |                                       | <b>60</b>     |

***Text Books:***

7. .. John Hedge “Photography” courses, John Hedge
8. - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.
9. - Dynamic of fashion, concept to consumer - Elain Stone

***Reference Books:***

8. John Hedge “Photography” courses, John Hedge
9. - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.
10. - Dynamic of fashion, concept to consumer -..Elain Stone
- 11...

## IFASC552 Fashion Journalism {TH} SEM –IV

**Objectives -:** **Access to Fashion Industry:** Students can have access to fashion events, designers, and trends. 3.

**Influence:** Fashion journalists can shape public opinion and trends.

| Module No.     | UnitNo.    | Topic                               | Hrs. Required to cover the contents |
|----------------|------------|-------------------------------------|-------------------------------------|
| <b>Unit 1.</b> |            | <b>Fashion Report.</b>              |                                     |
|                | <b>1.1</b> | Writing fashion news & features.    | <b>20 Hrs.</b>                      |
|                | <b>1.2</b> | Reporting the cat walk.             |                                     |
|                | <b>1.3</b> | Reporting the T.V.                  |                                     |
|                |            |                                     |                                     |
| <b>Unit 2.</b> |            | <b>Ethics of Journalism.</b>        |                                     |
|                | <b>2.1</b> | Codes & ethics of journalism.       | <b>10 Hrs.</b>                      |
|                | <b>2.2</b> | Current trends in Journalism.       |                                     |
|                | <b>2.3</b> | Press codes & ethics of Journalism. |                                     |
| <b>Unit 3.</b> |            | <b>Digital Media.</b>               |                                     |
|                | <b>3.1</b> | Digital                             | <b>10 Hrs.</b>                      |
|                | <b>3.2</b> | Social Media.                       |                                     |
|                | <b>3.3</b> | Styling.                            |                                     |
| <b>Unit 4.</b> |            | <b>Fashion Journalism.</b>          |                                     |
|                | <b>4.1</b> | Fashion Bloggers.                   | <b>20 Hrs.</b>                      |
|                | <b>4.2</b> | Influencer.                         |                                     |
|                | <b>4.3</b> | Fashion Journalism & PR.            |                                     |
|                | <b>4.4</b> | Laws & Ethics.                      |                                     |
|                |            | <b>Total</b>                        | <b>60</b>                           |

### Reference Book

1. Fashion Journalism By **Julie Bradford**
2. Insights on Fashion Journalism By **Rosie Findlay, Johannes Reponen.**



3. Rosengven Karl Enik 2000 Communication & introduction.
4. Basics Of Journalism – Pondichery University – Directory of Distance Education – Dr. Viyay & Palani, Dr. Suresh, Dr. A.Md Mohideen, Dr.K. Rajanaman, Ms. Anju Nair.
5. Fashion Journalism IInd Edition- Julie Bradford-

## IFASPE 551 Publication Ethics (Th) Sem IVth

### Objectives -:

1. Student Should be able to learn the concept of ethics & its importance in context to research.
2. They should learn about the history & development of ethics in research that highlights the need to study ethics in research.

### Learning Outcomes:

1. Student should be well versed with the principal of ethics in research so they do not engage in research misconduct that can be detrimental for their academic career.

| Module No.    | UnitNo.    | Topic                                            | Hrs. Required to cover the contents |
|---------------|------------|--------------------------------------------------|-------------------------------------|
| <b>Unit 1</b> |            | <b>Ethics &amp; research</b>                     |                                     |
|               | <b>1.1</b> | Introduction & importance of Ethics in Research. | <b>10 Hrs.</b>                      |
|               | <b>1.2</b> | Principals of Research ethics.                   |                                     |
|               | <b>1.3</b> | Intellectual honesty & Research Integrity.       |                                     |
|               | <b>1.4</b> | Unethical issues in Research.                    |                                     |
| <b>Unit 2</b> |            | <b>Publication Ethics.</b>                       |                                     |
|               | <b>2.1</b> | Definition & Importance of Publication ethics.   | <b>10 Hrs.</b>                      |
|               | <b>2.2</b> | Organization of Publication ethics.              |                                     |
|               | <b>2.3</b> | Guide lines for Others , Editors..               |                                     |
| <b>Unit 3</b> |            | <b>Journals Guide lines.</b>                     |                                     |
|               | <b>3.1</b> | Characteristics of Research Journals.            | <b>05 Hrs.</b>                      |
|               | <b>3.2</b> | Suggestion Tool.                                 |                                     |
|               | <b>3.3</b> |                                                  |                                     |
| <b>Unit 4</b> |            | <b>Data Base.</b>                                |                                     |
|               | <b>4.1</b> | Definition.                                      | <b>05 Hrs.</b>                      |
|               | <b>4.2</b> | Types                                            |                                     |
|               | <b>4.3</b> | Goggles Scholar                                  |                                     |
|               | <b>4.4</b> |                                                  |                                     |
|               |            | <b>Total</b>                                     | <b>30</b>                           |

### ***Reference Books:***

1. Research Publication Ethics – Dr. Upendra Pratap Singh., Ms.Shkashi Ahlawat, Dr. Sushma Sharma.

**2. Research and Publication Ethics Dr. Upendra Pratap, MS. SAKSHI AHLAWAT, DR. SUSHMA SHARMA**

### **IFASE551 *Advanced Portfolio.*{PR}.Sem IVth**

#### **Objectives –**

A design portfolio is a tangible representation of your expertise and capabilities. It's the first impression potential clients, employers, or collaborators will have of your work. An organized and visually appealing portfolio demonstrates your proficiency in design principles, techniques, and software applications.

Pre-requisites: student should know about fashion brands.

**Learning Outcomes:** This subject takes you through key terminology such as brand identity, brand personality, brand positioning, brand communication, brand image. Brand management is presented along with examples from different markets.

| Unit 1 |     | Software eTheme design                                              |         |
|--------|-----|---------------------------------------------------------------------|---------|
|        | 1.1 | Select Any software .                                               | 60 Hrs. |
|        | 1.2 | Create a motif.                                                     |         |
|        | 1.3 | Implement the motif on Appeal.                                      |         |
|        | 1.4 | Using different 8 placement techniques of motif on your collection. |         |

### ***Text Books:***

1. [Beene by Beene](#)
2. [Classic guide to sewing the perfect jacket](#)
3. [Costume design : techniques of modern masters / Lynn Pecktal.](#)
4. [Creating a successful fashion collection / Steven Faerm. Designer's Guide to Fashion Apparel](#)

## IFASR552 *Research Project.{PR}*.Sem IVth

### Objectives –

The objectives of the research proposal are to help the researcher to define the contents and to plan and execute a research project, and to inform potential collaborators and supporters about the topic

### .Learning Outcomes:

- Apply critical thinking skills.
- Apply foundational research skills to address a research question.
- Demonstrate planning, time and change management skills.
- Demonstrate leadership skills.

| Unit 1 |     | Project Report.              | 60 Hrs. |
|--------|-----|------------------------------|---------|
|        | 1.1 | Make a chapter. .            |         |
|        | 1.2 | Survey & Hypothesis testing. |         |
|        | 1.3 | Make a conclusion.           |         |
|        | 1.4 | Make a report & submit.      |         |

### *Text Books:*

**Text Books :-**Research Methodology (Methods & techniques) - ,Gaurav Garg.

-Research h methodology --Dr Mahesh Kulkarni Nirali Prakashan

-Research foundation ---somatic mule and sabarathanam V.E.1980

- Research methods in extension Education New Delhi..

### **Reference Books:**

-Research Methodology (Methods & techniques) - ,Gaurav Garg.

-Research h methodology --Dr Mahesh Kulkarni Nirali Prakashan

-Research foundation ---somatic mule and sabarathanam V.E.1980

- Research methods in extension Education New Delhi..

## IFASP551 Brand Management{PR} SEM IVth

### . Objectives –

Identify the steps involve in the brand management process

A distinguish between a product and brand

Apply concept of brand architecture and design to a real world business scenario

Identify the fashion brands

Awareness about the brand

**Pre-requisites:** student should know about fashion brands.

**Learning Outcomes:** This subject takes you through key terminology such as brand identity, brand personality, brand positioning, brand communication, brand image. Brand management is presented along with examples from different markets.

| Unit 1 |     | Luxury Fashion Brand                                      |         |
|--------|-----|-----------------------------------------------------------|---------|
|        | 1.1 | Select any 10 of national & international luxury Brands . | 20 Hrs. |
|        | 1.2 | Collect Images & Information.                             |         |
|        | 1.3 | Case Study.                                               |         |
|        | 1.4 | Make a ppt.                                               |         |

### ***Text Books:***

10. .. John Hedge “Photography” courses, John Hedge

11. - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.

12. - Dynamic of fashion, concept to consumer - Elain Stone

### ***Reference Books:***

12. John Hedge “Photography” courses, John Hedge

13. - Culture communication & social change, Joshi p.c.(1989),New Delhi Vikas Publication.

## IFASP552 Fashion Journalism {PR} sem IVth

**Objectives** -: **Access to Fashion Industry**: Students can have access to fashion events, designers, and trends. 3.

**Influence**: Fashion journalists can shape public opinion and trends.

| Module No. | UnitNo. | Topic                               | Hrs. Required to cover the contents |
|------------|---------|-------------------------------------|-------------------------------------|
| Unit 1     |         | Fashion Event Photo Shoot .         | 20 Hrs.                             |
|            | 1.1     | Video Shoot on any Fashion Show .   |                                     |
|            | 1.2     | Make a informative video .          |                                     |
|            | 1.3     | Make a collage of special outfits . |                                     |
|            | 1.4     | Submit report.                      |                                     |

### Reference Book

1. Fashion Journalism By **Julie Bradford**
2. Insights on Fashion Journalism By **Rosie Findlay, Johannes Reponen.**
3. Rosengven Karl Enik 2000 Communication & introduction.
4. Basics Of Journalism – Pondichery University – Directory of Distance Education – Dr. Viyay & Palani, Dr. Suresh, Dr. A.Md Mohideen, Dr.K. Rajanaman, Ms. Anju Nair.
5. Fashion Journalism IInd Edition- Julie Bradford-

## **Guidelines for Course Assessment:**

### **A. Continuous Assessment (CA) (20% of the Maximum Marks):**

This will form 20% of the Maximum Marks and will be carried out throughout the semester. It may be done by conducting **Two Tests** (Test I on 40% curriculum) and **Test II** (remaining 40% syllabus). Average of the marks scored by a student in these two tests of the theory paper will make his **CA** score (col 6).

### **B. End Semester Assessment (80% of the Maximum Marks):**

*(For illustration we have considered a paper of 04 credits, 100 marks and need to be modified depending upon credits of an individual paper)*

1. ESA Question paper will consists of 6 questions, each of 20 marks.
2. Students are required to solve a total of 4 Questions.
3. Question No.1 will be compulsory and shall be based on entire syllabus.
4. Students need to solve **ANY THREE** of the remaining Five Questions (Q.2 to Q.6) and shall be based on entire syllabus.

**Note:** Number of lectures required to cover syllabus of a course depends on the number of credits assigned to a particular course. One credit of theory corresponds to 15 Hours lecturing and for practical course one credit corresponds to 30 Hours. For example, for a course of two credits 30 lectures of one hour duration are assigned, while that for a three credit course 45lectures.

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