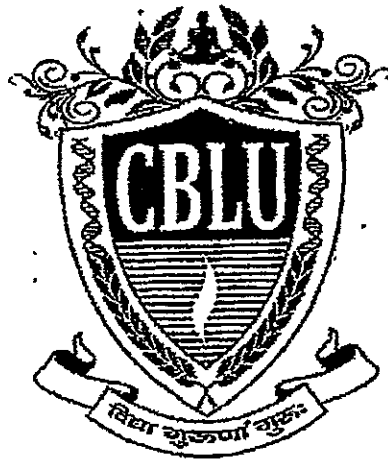


Chaudhary Bansi Lal University, Bhiwani
(A State University established under Haryana Act No. 25 of 2014)



**Scheme of Examinations and Syllabus
For
M.A. Programme
In
Fashion Designing**

As per NEP 2020

With effect from the session 2024-25 (in phased manner)

**Chaudhary Bansi Lal University, Bhiwani
Haryana (India)**

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Curriculum and Credit Framework for Post-graduate Programme in Fashion Designing
Second year of 2 Year PG program
(STUDENT SHOULD SELECT ANY ONE OPTION FOR THE SECOND YEAR OF 2 YEAR PG PROGRAM)
OPTION I: Only Course Work

Course Category	Course Code	Course Title	Total Credits	Marks		
				Internal	External	Total
SEMESTER-III						
DSC-XI	24PN-FD-301	Advanced Garment Production Technology	4	30	70	100
DSC-XII	24PN-FD-302	Textile and Apparel Costing	4	30	70	100
DSC-XIII	24PN-FD-303	Trend Research and Forecasting	4	30	70	100
DSC-XIV	24PN-FD-304	Fashion Retail Management	4	30	70	100
DSC-XV	24PN-FD-305	Research Methodology	4	30	70	100
Project-I	24PN-FD-SEC301	Design Project-I (Pr)	4	30	70	100
TOTAL			24	180	420	600
SEMESTER-IV						
DSC-XVI	24PN-FD-401	Fashion Communication	4	30	70	100
DSC-XVII	24PN-FD-402	Recent Advances in Fashion Design and Lifestyle Technology	4	30	70	100
DSC-XVIII	24PN-FD-403	Art & Portfolio Development	4	30	70	100
DSC-XIX	24PN-FD-404	Print design and development	4	30	70	100
DSC-XX	24PN-FD-405	Fashion styling & range development	4	30	70	100
Project-II	24PN-FD-SEC401	Design Project-II (Pr)	4	30	70	100
TOTAL			24	180	420	600

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Semester III**Course Nomenclature: Advanced Garment Production Technology****Course Code: 24PN-FD-301****Course Type: DSC-XI****Credits: 4****Duration of Exam: 3 Hrs.****Maximum Marks: 100****External Assessment Marks: 70****Internal Assessment Marks: 30**

Course Objective: The main objective of this subject is to equip students with advanced skills and knowledge in the garment manufacturing industry, focusing on areas like production techniques, quality control, and supply chain management.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Analyze and apply advanced garment manufacturing techniques and technologies:

CO2: Utilize CAD/CAM and automated systems in fashion manufacturing.

CO3: Ensure compliance with global quality standards and safety regulations:

CO4: Integrate sustainability and ethical practices in production planning:

CO5: Critically evaluate new trends like 3D printing, wearable tech, and AI in fashion production:

Note for the Paper Setter: The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 2 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.

UNIT-I

Introduction to Advanced Garment Manufacturing: Definitions, Objectives and terminology, Types of production systems (unit, modular, lean); Fashion design and its relationship with production technology

UNIT-II

Advanced Cutting & Fabric Preparation Techniques: CAD systems for pattern making and marker planning; Automatic cutting machines (laser, die, plasma); Fabric spreading and inspection innovations Seamless garments and bonding technologies; Use of robotics and AI in garment assembly; 3D printed clothing and digital prototyping; Smart textiles and wearable technology

UNIT-III

Production Management & Strategy: Production planning and scheduling; Time and motion study for fashion design efficiency; Integration of PLM (Product Lifecycle Management) systems; Apparel production methods - whole garment production system, Progressive bundle system, Unit production system, Multiple flow system, Modular manufacturing systems, procedure for choosing suitable production system and their advantages and disadvantages. Quick Response(QR), Just in Time Production system (JIT), Optimized Production Technology (OPT) and other methods followed to increase productivity in garment industry.

UNIT-IV

Warehousing and Quality Control: Warehousing, Charting and layout. Quality control in Apparel Industry: - Principles of quality control, Quality from design to dispatch, Total quality control; Ethics in Garment Production, Green manufacturing technologies, Closed-loop systems and textile recycling; Certifications: GOTS, Fair Trade, OEKO-TEX, etc

References:

1. Jacob Solinger, Apparel Production Handbook, Reinhold Publications, 1998.
2. Rajesh Bheda, Managing Productivity of Apparel Industry, CBI publishers and distributors, 2002.
3. Carr Harold, Latham Barbara, The Technology of Clothing Manufacture Om Book Service, 2004.
4. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science Ltd., 2005.
5. Churter, A.J., Introduction to Clothing Production Management, Oseney Mead, 2001.

Semester III
Course Nomenclature: Textile and Apparel Costing
Course Code: 24PN-FD-302
Course Type: DSC-XII

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course Objective: The main objective of this subject is to make students understand costing concepts and competitive edge in the market scenario by means of cost control.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Break down and calculate material, labor, and overhead costs for textiles and garments:

CO2: Prepare comprehensive cost sheets for apparel products:

CO3: Analyse cost implications of design choices and production techniques:

CO4: Make informed pricing decisions for domestic and international markets:

CO5: Apply ethical and sustainable costing models:

Note for the Paper Setter: The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 2 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.

UNIT-I

Costing- definition, importance in textiles and apparel, terminologies; Classification of costs: direct, indirect, fixed, variable, marginal; Costing factor- rent, labor, operating cost, utilities, capital depreciation.

UNIT-II

Cost volume profit analysis: Break-even analysis, Contribution margin, variable, cost ratio, marginal income. Cost sheet development; Comparative costing: mass production vs. bespoke manufacturing; Profit margin calculations

UNIT-III

Standard Costing: Variance analysis, setting cost standards, price variance analysis for material, labour and overheads. Determination of standard cost for weaving, knitting and processing cost of woven/knitted fabrics; Green costing and lifecycle costing in apparel; Cost transparency and fair trade practices.

UNIT-IV

Pricing Strategies and Profitability: Cost-based, market-based, and value-based pricing models; Cost plus pricing methods, conversion cost pricing, differential cost pricing; variable

cost pricing, direct cost pricing. Derivation of cost of apparel products – woven/knits.
Determining pricing of apparels: Price elasticity of demand and supply; Introduction to ERP systems for fashion costing, Use of spreadsheets for cost sheet preparation

References

1. Fashion for Profit: From Design Concept to Apparel Manufacturing. - By Frances Harder
2. Apparel Manufacturing: Sewn Product Analysis, 4/E by Glock Ruth E., Glock
3. Costing for the Fashion Industry by Michael Jeffrey, Nathalie Evans
4. Instructions to the teacher: Field trip to a dyeing and printing unit will be taken
5. Garment Manufacturing Technology – Rajesh Bheda
6. Apparel Costing – K.R. Chandrasekaran
7. The Business of Fashion: Designing, Manufacturing and Marketing – Leslie Davis Burns
8. Trade publications: Just-Style, Business of Fashion, Apparel Resources

Semester III
Course Nomenclature: Trend Research and Forecasting
Course Code: 24PN-FD-303
Course Type: DSC-XIII

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course Objective: The main objective of this subject is to equip students with the skills to identify, analyse, and forecast trends across industries using both qualitative and quantitative research methodologies.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Ability to identify and analyse emerging trends

CO2: Ability to create trend reports and forecasts:

CO3: Ability to apply trend insights to business strategies:

CO4: Understanding of the dynamics of trends and their impact on different industries:

CO5: Professional skills and knowledge for a career in trend forecasting:

Note for the Paper Setter: The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 02 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.

UNIT-I

Introduction to Trend Forecasting: What is trend forecasting? History of trends and trend forecasting, Importance of forecasting in different industries, Objectives of trend forecasting, Elements of forecasting, Principles and theories of forecasting, Steps in forecasting, Areas of forecasting, Advantages and limitations of forecasting.

Trend Dynamics and Analysis, understanding different types of trends: Macro, micro, megatrends, etc., Lifecycle of Trend and the impact of fast and slow fashion, Influence of digital trends and social media on fashion and other industries, Identifying and analysing emerging trends, Qualitative and quantitative research methods, Analysing data and identifying patterns.

UNIT-II

Trend Forecasting Methodologies: Intuition-based forecasting vs. data-driven forecasting, Trend mapping and scenario building, Trend boards and mood boards, The Delphi Method, STEEP analysis (Social, Technological, Economic, Environmental, Political), Cultural and Global Influences: Globalization and localization of trends, Cultural intelligence in forecasting, Tools of the Trade: Using WGSN, Trendstop, Stylus, Mintel, and other trend services, Case studies of successful and failed trend prediction.

UNIT-III

Forecasting Applications: Applying trends in branding and marketing, Product development and design, Retail and consumer behaviour strategy, Content creation and digital strategy. Specific Industry Applications: Fashion trend forecasting, Textile trend forecasting, Colour forecasting, Market research and consumer behaviour analysis, Ethical and Sustainable Forecasting: Forecasting with sustainability in mind, Diversity and inclusion in future-thinking

UNIT-IV

- Identification of emerging trend in the fashion and textile industry
- Research and validate a trend using multiple sources
- Presentation & Documentation describing upcoming trend and forecasting based on research and study.

References

1. Brannon, Evelyn L. Fashion Forecasting.
2. Aczel, Amir D and Joshi, Rohit. Complete Business Statistics. New York: McGraw-Hill.
3. Makridakis, Spyros; Wheelwright, Steven C. and Hyndman, Rob J. Forecasting methods and applications.
4. Mckelvey, Kathryn. Fashion Forecasting. New York: Wiley- Blackwell.

Semester III
Course Nomenclature: Fashion Retail Management
Course Code: 24PN-FD-304
Course Type: XIV

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course objective: To make the students understand retailing as an industry and to acquaint the participants with knowledge & skills for retail management, to familiarize the students with the concept of retail Management and their application in appropriate situations in fashion industry.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Understand the structure and evolution of the fashion retail industry, including various retail formats, both traditional and digital.

CO2: Analyze retail operations, store layout, inventory management, and staffing strategies to enhance overall retail efficiency.

CO3: Apply principles of visual merchandising to design effective retail displays that enhance brand identity and improve consumer engagement.

CO4: Evaluate buying and merchandising strategies, including assortment planning, vendor selection, and pricing techniques within the fashion context.

CO5: Assess consumer behavior and implement CRM strategies to improve customer satisfaction, loyalty, and retention in a competitive fashion market.

Note for the Paper Setter: The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 2 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.

UNIT-I

Introduction to Fashion Retailing: Evolution of fashion retail, Classifications of retailers, Types of retailers, Types of retail formats: Department stores, boutiques, fast fashion, e-commerce, omnichannel, Elements of retail mix, Six P's of retail, Roles and responsibilities in fashion retail, Global vs. Indian fashion retail market, Retail Management Principles: Retail planning and store operations, Location and layout strategies, Store design and ambiance, Retail supply chain management.

UNIT-II

Visual Merchandising and Display: Principles of visual merchandising, Store front design and window displays, Use of mannequins, lighting, signage, and props, In-store experience and consumer psychology, Merchandiser: Function, Roles & Responsibilities of Retail Buyer & Retail Merchandiser, Merchandise Planning & Buying, Sales & Purchase Planning, **Fashion Merchandising:** Buying and merchandising cycle, Merchandise planning and budgeting, Assortment planning, Vendor management and sourcing.

UNIT-III

Consumer Behavior and CRM: Fashion consumer profiles, Shopping behavior and decision-making process, Customer Relationship Management (CRM) tools, Personalization and customer loyalty programs, **Digital Retail and Emerging Trends:** E-commerce, mobile commerce, and social media retailing, Technology in retail: AR/VR, AI, RFID, Sustainable and ethical retail practices.

UNIT-IV

Retail Pricing, Basic Profit factors, the relationship of Markup to profit Price adjustment theories, product bundle pricing & Product mix pricing. Productivity & Profitability model (GMROI, GMROL) Case studies: Leading fashion retailers and innovations (Zara, H&M, Myntra, Farfetch, etc.), E-commerce and fashion tech integration, Mobile apps, social commerce, AI in retail, Sustainability in fashion retail.

References

1. Berman & Evans – *Retail Management: A Strategic Approach*
2. Easey, M. – *Fashion Marketing*
3. Posner, H. – *Marketing Fashion*
4. Diamond, J. – *Fashion Retailing*
5. Jackson, T. & Shaw, D. – *Mastering Fashion Marketing*

Semester III
Course Nomenclature: Research Methodology
Course Code: 24PN-FD-305
Course Type: DSC-XV

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course Objective: The main objective of this subject is to develop skills for formulating research problems and conducting independent investigations.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Cultivate a scientific mind set and gain a thorough understanding of research processes:

CO2: Acquire the ability to identify and apply suitable research methods and tools based on the chosen topic:

CO3: Grasp the fundamental concepts of statistical measures, including central tendency, dispersion, variability, and probability:

CO4: Encourage application of research in areas like trend forecasting, sustainable fashion, consumer studies, and design innovation:

CO5: Understand process of research and its relationship to knowledge and science:

Note for the Paper Setter: The question paper will consist of nine questions in all. The first question will be compulsory and will consist of Seven short questions of 2 marks each covering the whole syllabus. In addition, eight more questions of 14 marks each will be set unit-wise, consisting of two questions from each of the four units. The candidates are required to attempt one compulsory question and four more questions selecting at least one question from each unit.

UNIT-I

Introduction; meaning and nature of research, identification and formulation of research problem and setting objectives. Types of Research: Basic and Applied research, Qualitative and Quantitative research (brief review of differences), Historical research, Descriptive research methods – survey, case study, correlational study, content analysis, causal-comparative research, Analytic studies- pre-experimental, experimental research, quasi experimental research, Qualitative research, Ethnography, Evaluative research- general characteristics, use of qualitative methods in enquiry.

UNIT-II

Research design – exploratory, descriptive, diagnostic and experimental data collection; Sampling- Types of sampling and generalizability of results; Probability sampling - simple random sample, systematic random sample, stratified random sampling. Non-probability sampling - purposive samples, incidental samples, quota samples, snowball samples. General consideration in determination of sample size.

UNIT-III

Test of Hypothesis: Z test, t test, chi (x) square test and analysis of variance. Tools for Data Collection Primary and secondary methods of data collection; Different types of

questionnaires, rating scales, check lists, schedules, attitude scales, inventories, standardized tests, interviews, observation; Development of tools, estimation of reliability and validity of tools; Procedure for preparation of the tool, administration of tools for data collection; Procedure for data collection.

UNIT-IV

Interpretation and report writing; introduction, meaning of interpretation, techniques and precautions in interpretation and generalization report writing- purpose, steps and format of research report and final presentation of the research report.

References

1. Boyd, Harper W., Ralph Westfall, Stanly F. Starch (1990). Marketing Research Text and Cases Delhi; Richard D. Irwin In., AITBS
2. Cooper, Donald R, Pamela S. Scndler (1998) Business Research Methods (6th Ed.) New Delhi: Tata McGrew Hill Publishing Co.
3. Goode, William and Paul, K. Hatt (1952) Methods in Social Research Tokyo: McGraw Hill.
4. Gopal, M.H. (1970) An Introduction to Research Procedure in Social Sciences Bombay: Asia Publishing House.
5. Johari, J.C. (1988) Introduction to the Methods of Social Sciences. New Delhi: Sterling Publishers.
6. Kothari, C.R. (1990) Research Methodology – Methods and Techniques 2nd Ed. New Delhi: ViswaPrakashan
7. Majumdar, Ramanuj (1991) Marketing Research Text, Applications and Case Studies. New Delhi: Wiley Eastern Edition.
8. Bell, J. (1997): How to Complete Your Research Project Successfully: A Guide for First-time Researchers, UBSPD, New Delhi.
9. Festinger, L. and Katz, D. (ed.) (1977): Research Methods in the Behavioral Sciences, Amerind Publishing, New Delhi.
10. Gupta, S. (2001) "Research Methodology and Statistical Techniques", Deep and Deep, New Delhi. □ Jain, G. (1998): Research Methodology: Methods and Techniques, Mangal Deep, Jaipur.
11. Kothari, C.R. (2000): Research Methodology: Methods and Techniques, WishwaPrakashan, New Delhi.
12. Kumar, A. (1997): Social Research Method (The Art of Scientific Investigation), Anmol Publication, New Delhi.
13. Kumar, A. (2002): Research Methodology in Social Sciences, Sarup and Sons, New Delhi.
14. McBurney, D.H. (2001): Research Methodology, Thomson-Wadsworth, Australia.

Semester III
Course Nomenclature: Design Projects (Pr)
Course Code: 24PN-FD-SEC301
Course Type: Project-I

Credits: 4

Duration of Exam: 3 Hrs.

Maximum Marks: 100

External Assessment Marks: 70

Internal Assessment Marks: 30

Course objective: The main objective of this subject is to make the student's skills and learning acquired throughout the semester in every aspect of professional studies under fashion Design. To conceptualize and implement design process according placement.

Course Outcomes: After completion of the course, learners will be able to:

CO1: Formulate a unique design concept based on in-depth research, analysis, and creative exploration of a chosen theme or issue.

CO2: Demonstrate advanced skills in design development through sketching, fabric experimentation, and surface techniques tailored to their concept.

CO3: Execute a cohesive mini collection (3–6 looks) using appropriate garment construction and finishing techniques.

CO4: Integrate sustainable, ethical, or culturally sensitive design practices within the development and production process.

CO5: Present a comprehensive design portfolio that includes concept boards, technical specifications, styled visuals, and professional documentation.

UNIT-I

Concept development based on research- making of all boards such as Research, Inspiration, theme, Concept, mood, colour, Silhouette, Client profile, Swatch, Material, Style etc., Identifying personal design interests/themes, Primary and secondary research (visual, material, cultural, socio-political), Target market and consumer profiling.

UNIT-II

Design ideation, concept sketches, and exploration of silhouettes, Market survey, Fabric sourcing and experimentation, Surface development techniques (print, embroidery, dyeing, etc.), Prototype sampling and mock-ups. Pattern Making and draping to test fit the required look & silhouette, Fittings, alterations, and quality checks; Sustainable practices in design and production, Construction of the Garment in department's Labs, Accessorization.

UNIT-III

Evolution of styling, Types of styling: Editorial, personal, celebrity, commercial, runway, digital, Responsibilities and skills of a fashion stylist, understanding body types, face shapes, and proportions, Garment silhouettes, colour theory, and texture play, Fashion eras, trends, subcultures, and their relevance in styling, Accessories, footwear, and layering techniques, Understanding client/styling briefs, Studio vs. location styling

List of Experiments:

1. Making of all boards such as Research, Inspiration, theme, Concept, mood, colour, Silhouette, Client profile, Swatch, Material, Style, etc.
2. To design and develop a collection of Formal Wear Garments including accessories through Design Process.
3. To design and develop a collection of Party Wear Garments including accessories through Design Process.
4. Styling the collection
5. Photoshoots and look-book development
6. Prepare Tech packs
7. Professional Documentation & Presentation

Evaluation scheme for practical: Students will be evaluated both internally and externally. Evaluation will be done based on practical files, continuous assessment based on their practical work in the classes as well as viva-voce and practical examination conducted by the examiner.

References

1. Gilewska, Teresa. Pattern-drafting for Fashion: Advanced.
2. Frings, Gini Stephens. Fashion from concept to consumer.
3. Seivewright, Simon and Sorger, Richard. Research and Design for Fashion.
4. Fashion Design: Process, Innovation and Practice.
5. Cloude, Armelle and Praqiun, Valerie. Collection Process.
6. Couch, Peg. Garment Construction: A Complete course on making clothing for fit and fashion.
7. Hunter, Victoria. The Ultimate Fashion Study Guide: The Design Process.