

SCHEME OF STUDIES
DIPLOMA IN APPAREL DESIGN AND FABRICATION TECHNOLOGY
(C-20)

CURRICULUM STRUCTURE

V Semester Scheme of Studies - Diploma in Apparel Design and Fabrication Technology [C-20]

Pathway	Course Category / Teaching Department	Course Code	Pathway Title	Hours per Semester			Total contact hrs /Semester	Credits	CIE Marks		SEE-1 Marks (Theory)		SEE-2 Mark (Practical)		Total Marks	Min Marks for Passing (including CIE marks)	Assigned Grade	Grade Point	SGPA and CGPA
				L	T	P			Max	Min	Max	Min	Max	Min					
Programme Specialization Pathway																			
1	FT Specialization pathways in emerging areas Student may select any one of the specializations	20FT51I	Apparel Production & Quality Management	78	39	234	351	18	240	96	60	24	100	40	400	160			Both SGPA & CGPA
		20FT52I	Fashion Marketing & E-commerce	78	39	234	351	18	240	96	60	24	100	40	400	160			
		20FT53I	Fashion Retailing & Visual Merchandising	78	39	234	351	18	240	96	60	24	100	40	400	160			
		20FT54I	Boutique Management	78	39	234	351	18	240	96	60	24	100	40	400	160			
Entrepreneurship Pathway				L	T	P	Total	Credits	CIE Marks		SEE Marks								
									Max	Min	Max	Min							
2	ES/FT	20ET51I	Entrepreneurship and Start up	104	52	312	468	24	240	96	160	64	400	160					

L: - Lecture T: - Tutorial P: -Practical: FT: Apparel Design and Fabrication Technology I: Integrated course

Note: In 5th Semester student need to select any one of the pathways consisting of 18credits

Students can continue their higher education irrespective of the pathways selected

CURRICULUM STRUCTURE***VI Semester Scheme of Studies - Diploma in Apparel Design and Fabrication Technology [C-20]***

Pathway	Course Category / Teaching Department	Course Code	Pathway	Course		Total contact hrs	Credits	CIE Marks		SEE Marks		Total Marks	Min Marks for	Assigned Grade	Grade	SGPA and CGPA
								Max	Min	Max	Min					
Internship	ES/FT	20FT61S	Specialisation pathway	Internship/project	40 Hours / week Total 16 Weeks	640	16	240	96	160	64	400	160			
		20FT61E	Entrepreneurship and Startup pathway	Minimum Viable Product -MVP/ Incubation/ Startup proposal	40 Hours / week Total 16 Weeks	640	16	240	96	160	64	400	160			

Note: Student shall undergo Internship/Project/MVP/Incubation/Startup proposal in the same area as opted in 5th semester pathway



Government of Karnataka

DEPARTMENT OF COLLEGIATE AND TECHNICAL EDUCATION

Program	Apparel Design and Fabrication Technology	Semester	5
Course Code	20FT51I	Type of Course	L: T:P (78:39: 234)
Specialization	Apparel production and Quality Management	Credits	18
CIE Marks	240	SEE Marks	160

Introduction:

Apparel industry is one of the largest, labour-intensive industry. The various sections of Apparel Industry provide abundant Employment opportunities to all class people. Every Industry has to maintain quality to manufacture quality products. It starts from Raw material to End product and till the Shipment. In the Apparel industry the best practices are implemented regarding quality control system. Through buyers and Retailers Quality Garments reach to end user located all over the World. Consumers will not buy any garment with poor quality and visible defects. So, buyers and Retailers knowingly do not purchase any product that does not meet any quality requirement. In the fashion World there are so many Fast-Fashion products being mass produced which may be worn for one season and thrown out. To meet all these requirements the ADFT students has to study Apparel production and Quality management which deals with the different methods of Garment construction, CAD, Quality control and management. As an integrated pathway where theory and practical exposure will be given to the students and thus helps for employment.

Course Cohort Owner

A Course Cohort Owner is a faculty from the core discipline, who is fully responsible for one specialised field of study and the cohort of students who have chosen to study that specialised field of study.

Guidelines for Cohort Owner

- 1) Each Specialized field of study is restricted to a Cohort of 20 students which could include students from other relevant programs.
- 2) One faculty from the Core Discipline shall be the Cohort Owner, who for teaching and learning in allied disciplines can work with faculty from other disciplines or industry experts.
- 3) The course shall be delivered in boot camp mode spanning over 12 weeks of study, weekly developmental assessments and culminating in a mini capstone.
- 4) The industry session shall be addressed by industry subject experts (in contact mode/online / recorded video mode)in the discipline only.
- 5) The cohort owner shall be responsible to identify experts from the relevant field and organize industry session as per schedule.
- 6) Cohort owner shall plan and accompany the cohort for any industrial visits.
- 7) Cohort owner shall maintain and document industrial assignments, weekly assessments, practices and mini project.
- 8) The cohort owner shall coordinate with faculties across programs needed for their course to ensure seamless delivery as per time table
- 9) The cohort owner along with classroom sessions can augment or use supplementally teaching and learning opportunities including good quality online courses available on platforms like Karnataka LMS, Infosys Springboard, NPTEL, Unacademy, SWAYAM , etc.
- 10) Cohort owner shall guide the cohorts for the selection and execution of mini project.

Course outcome: A student should be able to

CO1	Students will be Employed in Apparel industries as Quality Controller, Pattern maker, Production floor in charge
CO2	Students will be Self-Employed with Small Garment units.
CO3	Students will be Employed as a CAD Designer in Boutique and also as Freelance Designer

Detailed course plan

Week	C O	P O	Days	1 st session (9am to 1 pm)	L	T	P	2 ND session (1.30pm to 4.30pm)	L	T	P
	Learning outcome			The students will be able to understand various sections of Apparel Industry							
1.	1	1,3	1	APPAREL INDUSTRY Introduction, organizational structure of Apparel industry. Study of Indian Apparel industry and developments. Opportunities and Challenges in Indian Apparel industry Video presentation on Apparel Industry	2		1	1. Draw the chart of organizational structure of Apparel Industry and discuss 2. Discuss and prepare a Report on Indian Apparel industry from beginning to till date 3. Write a Report on the opportunities available for an Apparel Designing students in industry with the help of case study.			2
	1	1,2	2	PRE-PRODUCTION PROCESS Sourcing of Raw Materials -Domestic and International Sourcing, Role of Merchandiser in Sourcing, INSPECTION -Introduction, Four-point system, calculation of defects	2		1	1. Collect the Fabric Swatches and prepare a report 2. Identify and list fabric Defects 3. Conduct 4-point Fabric inspection system (Calculate the defect points and give Result)			2
	1	1,2	3	PRE-PRODUCTION PROCESS PLANNING- Specification Sheet, Tech pack, pattern and marker preparation, Fabric and accessory procurement, sampling and approval Garment Costing - costing methods used in Apparel industry	2		1	1. Prepare a specification sheet for plain midi skirt 2. prepare a Marker plan and find out the fabric consumption 3. Find out the cost of any Ladies wear 4. Find out the cost of any Men's wear			2
	1	1,2	4	SPREADING AND CUTTING MACHINES Spreading Machines – Introduction and importance, Manual, computerized and spreading Machines. Techniques-Flat, Steeped, spread Cutting Machines-Round Knife, straight knife,	2		1	1. Collect spreading machine Images 2. place the marker on 10 meters of fabric and plan 4way/6way/2way/marker plan 3. collect Cutting machine Images 4. Discuss the common defects arising while cutting 5. Discuss the quality checks for Cutting			2

			band, Drilling machine, Shears, die cutter, laser cutting, Quality Check—Study of appropriate methods used to check the Sample Garments						
		5	Developmental Assessment				Assessment Review and corrective action		3
		6.	Industry class on the work flow of Various departments in Apparel Industry			5	Weekly Assignment(1PM-2PM)		
Learning outcome: The students will be able to use Industrial sewing machines in production floor									
		1	Peer Review : Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		4		1. Inspect any apparel product for the following quality check a) Material b) Trimming Material c) Measurements d) Finishing Quality		2
2.	1	3,7	2 INDUSTRIAL SEWING MACHINES-- Important Parts, Working Principle and application 1. Single Needle Lock Stitch machine 2. Double Needle Lock Stitch machine 3. Over lock and Safety Stitch machine 4. Blind stitch machines 5. Button fixing and Buttonhole making machine 6. Bar tack machine 7. Feed off arm machine		3		1. Identify the important parts of the industrial sewing machine 2 Prepare stitch swatches using these sewing machines		2
	1,2	3,7	3 SEAMS- Seam Types- superimposed, lapped, bound, flat, decorative, Edge neatening.		2	1	1. Prepare stitch types swatches using Industrial sewing Machines 2. prepare a report on the application of these stitches with neat sketch		2

	1,2	2,4	4	SEAMS- Seam Types- superimposed, lapped, bound, flat, decorative, Edge neatening	2		1	1.Prepare stitch types of swatches using Industrial sewing Machines 2. prepare a report on the uses and application of these stitches with neat sketch			2
			5	Developmental Assessment				Assessment Review and corrective action			3
			6	Industry Class on Industrial sewing machines(seams and stitch types)			5	Weekly Assignment(1PM-2PM)			
Learning outcome: The students will gain ability of identifying and rectifying the defects											
3.			1	Peer review Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		4		1.Specify the fabric texture, thread thickness, needle size and stitch type for any ladies wear			2
	1,2	2,3	2	Sewing machine needles- parts of machine needle and function - Needle sizing system -Study of Machine needles used in industry self-threading needle, Twin and Triple needle Stretch needle, Wing Sewing machine needle Leather machine needle, Denim/jeans needle Embroidery sewing machine needle	2		1	1. Collect the images of Machine Needle 2.Prepare a Report			2
	1,2	1,3,6	3	CARE AND MAINTAIANCE 1.Cleaning the Sewing machine- Rules and Principles 2. Lubrication of the sewing machine 3.Different types of lubrication mechanism.	2		1	1.Cleaning the sewing machine 2.Lubrication of the sewing machine 3.Maintaining a log book for Lubrication			2

	1,2	1,3	4	COMMON DEFECTS- In Industrial sewing machines- sewing machine suddenly stops, Needle will not move, breaking of upper and lower thread, Irregular Stitches, Fabric Puckering, Needle Breaking, loud noise	2	1	1. Identifying and Rectifying the Common defects of Industrial sewing machines			2
			5	CIE 1 – Written and Practice Test			Assessment Review and corrective action			3
			6	Industry Class on Care and Maintenance of sewing machine		5	Weekly Assignment(1PM-2PM)			
Learning outcome : The students will be able to make use of different production system for cost effectiveness										
4.			1	Peer review Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		4	1. Identifying and Rectifying the Common defects of Industrial sewing machines			2
	1,2	2,4,7	2	PRODUCTION SYSTEM Study of Different types of garment production system-Make through system, Progressive Bundle system, Section Production System, Modular Production system, One piece flow System, Overhead Production system Quality check for above systems	2		1.Prepare the production chart 2. Discuss the advantages of each system and how these systems are helpful in the improvement of production (activity) 3. Construct one garment using anyone of these Production system			2
	1,2	2,4,7	3	INDUSTRIAL ENGINEERING- Importance in apparel industry -Time study, Job evaluation, Standard Allowed minute/Standard Minute Value QUALITY CONTROL TOOLS- Apparel quality control standards, Benefits of Quality, Quality Assurance Monitoring quality standards in apparel Industry.	2	1	1. Conduct Time study 2. Conduct method study 3. SAM Calculation for any garment			2

				SAFETY MEASURES-Safety measures used in Apparel industry						
	1,2		4	INTRODUCTION TO GARMENTS Study of Custom-Tailored Garments- style feature, taking direct measurements, Fabrics and Trimming Material Selection, cost estimation Designer Saree Blouse - Drafting	3		1	1. Aari embroidery for Neck and Sleeves of Designer Blouse 2. Paper pattern construction 3. Fabric cutting		2
			5	Developmental Assessment				Assessment Review and corrective action		3
4	1,2	6		Industry Class on Industrial Engineering			5	Weekly Assignment(1PM-2PM)		
Learning outcome: The students will have the ability of constructing Garments										
			1	Peer review Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)			4	1. Assembling 2. Finishing and Presentation		2
5.	3	1,3,7	2	INTRODUCTION TO GARMENTS Study of Custom Tailored Garments- style feature, Taking direct measurements, Fabrics and Trimming Material Selection, cost estimation Men's shirt-Full open with placket, Tie collar, round bottom, Two patch pockets with flap, Fancy yoke Drafting- Draft a Men's Shirt	2		2	1. Sketching, designing a shirt over a croque and coloring it 2. Collection of swatches required for an Export quality shirt 3 Drafting on Melton cloth for four different sizes		2
	3	1,3,7	3	Drafting- Draft a Men's Shirt Principles involved in the pattern construction, study of lays	2		1	1. Constructing paper patterns 2. Cutting the components 3. Assembling the cut components		2

	1,3,7	4	Principles involved in the pattern construction, study of lays	2	1	1. assembling the cut components 2. Pressing, labelling, packing and presentation			2
		5	CIE 2 – Written and Practice Test			Assessment Review and corrective action			3
	5	6	Industry class on Mens wear		5	Weekly Assignment(1PM-2PM)			
Learning outcome : The students will be able to construct customised garments									
6.		1	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		4	1. Collect information about different styles of Trousers			2
	3	1,3,7	2	Study of Custom-Tailored Garments- style feature, taking direct measurements, Selection of Materials and Trimming material, cost estimation Men's Pleated Trousers-Double Pleats, narrow bottom, extended belt, two side pockets, one hip pocket with loop.	2		2.Sketching, designing a Pleated Trousers over a croque and colouring it 3.Method of measuring Direct and Indirect measurements 4. Collection of swatches required for a Trousers 5. Drafting on Melton cloth for four different sizes		2
	3	1,3,7	3	Drafting of Pleated trousers as per the style feature	2	2	1. Constructing paper patterns 2. Cutting the components		2
	3	1,3,7	4	Drafting of Pleated trousers as per the style feature Principles involved in the pattern construction, Study of lays Quality checks for fitting problems for Ladies and Gents wear	2	1	1. Assembling the cut components 2. Pressing, labelling ,packing and presentation 3. Prepare a report on quality checks		2
	3		5	Developmental assessment			Assessment Review and corrective action		3

	3		6	Industry Class on Custom tailored garment			5	Weekly Assignment(1PM-2PM)			
Learning outcome : The students will have the ability to use Basic blocks in the pattern construction											
7.			1	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)			4	Choose different types of Dress forms and study their importance			2
	1,2,3	3,4	2	FLAT PATTERN TECHNIQUE- Introduction, different measurements taken on dress form Study of Standard Measurement Chart,	3		2	Practice of measuring vertical, horizontal and circular, strap measurements over a Dress form			2
	1,2	3,4	3	Study of Basic women's blocks -drafting of Basic block front	2		1	1.Drafting Basic Block Front on Melton cloth 2. Constructing the patterns			2
	1,2	3,4	4	Study of Women's Basic blocks -drafting of Basic block, Back	2		1	1.Drafting Basic Block Back on Melton cloth 2.Constructing the patterns			2
			5	CIE 3– Written and practice test				Assessment Review and corrective action			3
	7		6	Industry class on Flat Pattern Technique			5	Weekly Assignment(1PM-2PM)			
Learning outcome : The students will have the ability to create fashion products											
8.			1	Peer review			3	Constructing basic block patterns for two different Sizes			2
	1,2	3,4	2	Study of Women's Basic blocks -drafting of Basic block, Skirt	2		2	1.Drafting Basic Block Skirt on Melton cloth 2. Constructing the patterns			2

	1,2	3,4	3	Adaptation of block pattern into style line-princess style line	2		1	1. Constructing block pattern 2. Adopting the block pattern for Princess style line			2
	1,2	3,4	4	Adaptation of block pattern into style line-Fashionable yoke	2		2	Adopting the block pattern for fashionable yoke			2
			5	Developmental assessment				Assessment Review and corrective action			3
			6	Industry Class on Women's basic Block			5	Weekly Assignment(1PM-2PM)			
Learning outcome: The students will have the ability to create fashion products											
9.			1	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)			3	Collect information about different styles of Ladies Top and make Presentation			2
	1,2	3,4	2	Adaptation – Adaptation of Basic blocks for the construction of garments Ladies top with front and back yoke ,minimum gathers on the yoke ,ruffled band collar, three fourth sleeve	3		2	1. Construct Basic Block of standard size 2. Adopt Basic Block for the ladies top 3. Construct patterns and cut the fabric			2
	1,2	3,4	3	Adaptation – Adaptation of Basic blocks for the construction of garments Ladies top with front and back yoke ,minimum gathers on the yoke ,ruffled band collar, three fourth sleeve	2		2	1. Assemble the cut components as per the specification given 2. Pressing, attaching labels, presentation			2
	1,2	3,4	4	Adaptation – Adaptation of Basic blocks for the construction of garments Fashionable Gown with cowl effect bodice and sleeves	2		2	1. Construct Basic Block of standard size 2. Adopt Basic Block for the Fashionable Gown 3. construct patterns and cut the fabric			2

			5	CIE 4– Written and practice test				Assessment Review and corrective action			3	
			6	Industry class on Adaptation Techniques			5	Weekly Assignment(1PM-2PM)				
Learning outcome: Ability to use draping technique for trendy garments.												
10.			1	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)			3	1. Assemble the components 2. Finishing and presentation			2	
	3	3,4	2	DRAPING TECHNIQUE- Introduction, preparation of Dress forms, Preparation of Muslin for draping – Tearing, blocking and pressing			2	1.Study of different dress forms used 2.Collect the pictures of dress forms 3. Write the specification of Dress forms			2	
	3	3,4	3	Draping techniques- Basic draping technique bodice Front and, back			2	2	1. Preparation of Dress forms for Draping 2. Drape Front and Back bodice on the Dress Form 3. Prepare Muslin pattern			2
	3	3,4	4	Draping techniques- Basic Skirt			2	1	Drape Skirt on the Dress form			2
			5	Developmental assessment					Assessment Review and corrective action			3
	10		6	Industry class on Draping Techniques				5	Weekly Assignment(1PM-2PM)			
Learning Outcome: Applying Draping techniques to construct High Fashion garments												
11.			1	Peer review: Focused group discussion on industry class.			3	1.Drape pencil skirt over a Dress Form			2	

	3	3,4,6,7	2	Draping- preparation of Muslin pattern for Pencil skirt	2			1.Prepare muslin Pattern 2. Assemble cut components			2
	3	3,4,6,7	3	Draping- preparation of Muslin pattern for Pencil skirt	2		2	1. Assemble cut components 2. Pressing and presentation			2
	3	3,4,6,7	4	Draping- preparation of Muslin pattern for A line frock for a teenager	2		2	1. Drape A line frock 2. Construct muslin pattern 3. Assemble the components			2
			5	CIE 5– Written and practice test				Assessment Review and corrective action			3
			6	Industry class Industry Assignment			5	Weekly Assignment(1PM-2PM)			
Learning outcome: Students gain ability to construct pattern Making, Grading and Marker Planning using garment CAD.											
12.			1	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)			3	1. Assemble the components 2. pressing and Presentation			2
	3	3,4,7	2	Soft ware- Study of different Software's Used in industry for pattern making and Grading	2			1. Collect information regarding different software's used in industry 2. Prepare a report			2
	3	3,4,7	3	GARMENT CAD - Pick up piece, how to draw darts, Weave line, add seam allowance to a piece, set a piece information, print. Standard Tool Bar	2		2	1.Practicing tools using any software 2.Draft any two garments using any CAD software			2

	3	3,4,7	Traditional tool bar, professional tool bar, Piece tool bar, Piece layout tool bar. File menu, Edit menu, Piece menu, Grading, View menu, Marker planning. GARMENT GRADING AND MARKER PLANNING Standard tool bar, file Menu, Edit Menu, Pattern Menu, Modify Menu, Grading, Point Grading Menu, Option Menu.	2			1. Grade any garment 2. Calculate the fabric consumption of any garment 3. Design any two garments 4. Draft any two garments using any fashion designing software			2
	3		Developmental assessment				Assessment Review and corrective action			3
			Industry class on Garment CAD			5	Weekly Assignment(1PM-2PM)			
13			Internship a) Secondary research on various industries and their operations to identify at least 3 companies along with the areas of work interest and develop an internship plan that clearly highlights expectations from the industry during the internship. b) Design and develop a cover letter for an internship request to all 3 identified companies and the resume to be submitted to potential companies. c) Prepare for an internship interview to highlight your interests, areas of study, career aspirations and personnel competence – including the areas of learning you expect to learn during internship.				Project a) Identification of the problem statement (from at least 3 known problems) the students would like to work as part of the project – either as provided by faculty or as identified by the student. Document the impact the project will have from a technical, social and business perspective. b) Design and develop the project solution or methodology to be used to solve at least one of the problems identified. c) Prepare a project plan that will include a schedule, WBS, Budget and known risks along with strategies to mitigate them to ensure the project achieves the desired outcome. Used to solve at least one of the problems identified.			

****Note: Saturday session from 9 AM -2 PM**

CIE and SEE Assessment Methodologies

CIE Assessment	Assessment Mode	Duration In hours	Max Marks
Week 3	CIE 1– Written and practice test	4	30
Week 5	CIE 2– Written and practice test	4	30
Week 7	CIE 3– Written and practice test	4	30
Week 9	CIE 4– Written and practice test	4	30
Week 11	CIE 5– Written and practice test	4	30
	On line Course work (Minimum 10 hours online course with certification from (SWAYAM/NPTEL/Infosys Springboard)		40
	Profile building for Internship / Submission of Synopsys for project work		20
Portfolio evaluation (Based on industrial assignments and weekly developmental assessment) *			30
TOTAL CIE MARKS (A)			240
SEE 1 - Theory exam (QP from BTE) Conducted for 100 marks 3 hrs duration reduced to 60 marks		3	60
SEE 2 – Practical		3	100
TOTAL SEE MARKS (B)			160
TOTAL MARKS (A+B)			400

* The industrial assignment shall be based on peer-to-peer assessment for a total of 10 marks (on a scale of 1 to 10) and in the event of a group assignment the marks awarded will be the same for the entire group, the developmental assessment will be for a total of 20 marks and based on MCQ/case study/demonstration and such other assignment methods

Assessment framework for CIE (1 to 5)

Model Question Paper

Note: Theory to be conducted for 1 hour and practice for 3 hours, total duration of exam – 4 hours

Programme	Apparel Design and Fabrication Technology	Semester	V		
Course	Apparel production and Quality management	Max Marks	30		
Course Code	20FT51I	Duration	4 hours		
Name of the course coordinator					
Note: Answer one full question from each section.					
Q. No	Question	CL L3/L4	CO	PO	Marks
Section-1 (Theory) – 10 marks					
1.a)	Identify the opportunities available in apparel industry	L3	1	1	5
b)	Illustrate a single needle lock stitch sewing machine and write the functions	L3	1	1,3	5
2.a)	Categorize Machine Needles and compare the functions of ant two needles	L4	1	1,3	5
b)	List stitches and how do you make use of these stitches for stitching	L4	1,2	3,7	5
Section-2 (Practical) - 20 marks					
3)	Examine the given garment for quality checks Fabric quality Trim quality Finished quality	L4	1,2	1,3	20
4)	Apply any two stitches and develop a swatch on industrial sewing machine	L3	1,2	3,7	20

Assessment framework for SEE 1 (Theory) – 100 Marks / 3 hours (Reduced to 60 marks)

Programme	: Apparel Design & Fabrication Technology	Semester	: V	
Course	: Apparel Production & Quality Management	Max Marks	: 100	
Course Code	: 20FT51I	Duration	: 3 Hrs	
Instruction to the Candidate: Answer one full question from each section.				
Qn.No	Question	CL	CO	Marks
Section-1				
1.a)	Develop an organisation chart of Apparel Industry	L3	1	10
b)	Survey the developments taken place in Indian Apparel industry	L4		10
2.a)	Identify the role of Merchandiser in Sourcing	L3		10
b)	Select different types of software's and write the function	L4		10
Section-2				
3.a)	Assume a marker plan and identify its importance in the cutting Room	L3	2	10
b)	Build quality checks in the cutting room	L4		10
4.a)	Compare any two industrial Sewing machines and write their function	L3		10
b)	Construct a Bound Seam with neat Sketch	L4		10
Section- 3				
5.a)	Classify Stitch type and illustrate any one stitch	L3	1	10
b)	Select Needle Sizing system and compare each system	L4		10
6.a)	Develop Cutting Room infrastructure	L3		10
b)	Choose different types of production systems and discover the importance	L4		10
Section-4				
7.a)	Draft and construct the components of a Men's shirt and develop a mandarin collar	L3	1	10
b)	Apply production flow chart and distinguish the different operations involved	L4		10
8.a)	Draft a Basic block of front and back	L3		10
b)	Develop a Basic block into Cowl bodice	L4		10
Section-5				

9.a)	Utilize dress form and drape a body part	L3	3	10
b)	List draping preparations and explain	L4		10
10.a)	Analyse pattern making Tools	L3		10
b	Draft a Frock using Fashion Designing CAD	L4		10

Scheme of Evaluation for SEE 2

Sl. No	Description	Marks
1	Report on the quality check of Men's garment	20
2	Drape and construct muslin pattern of front bodice inserting four pleats on right shoulder	20
3	Prepare any garment pattern using Garment CAD software.	20
4	Portfolio Presentation	20
5	Viva voce	20
Total		100

References

Sl. No	Description
1	Introduction to clothing production Management, Blackwell publication
2	Sewing for the Apparel Industry, Claire Shaeffer
3	Introduction to Clothing manufacturer, Gerry cooklin Black Well publication
4	Clothing Technology, Eberle Hannelore
5	Apparel Manufacturing Sewn Product Analysis, Grace I kunz, Ruth E Glock
6	Apparel production Terms and process, Janace bubonia Fair child books edition
7	Apparel production management and the Technological changes, Paula j Myers M C Devitt
8	Pattern making for Fashion Design, Helen Joseph Armstrong
9	Draping for Apparel design, H joseph Arm strong
10	Dress design draping flat pattern, Hill house and Mansfield
11	Draping for Fashion Design, filde jeffe norie Relas



Government of Karnataka

DEPARTMENT OF COLLEGIATE AND TECHNICAL EDUCATION

Program	Apparel Design and Fabrication Technology	Semester	5
Course Code	20FT52I	Type of Course	L:T:P (78:39:234)
Specialization	FASHION MARKETING & E- COMMERCE	Credits	18
CIE Marks	240	SEE Marks	160

Introduction: Fashion marketing is the process of managing the flow of merchandise from the initial selection of designs to be produced to the presentation of products to retail customers, with the goal of maximizing a company's sales and profitability. Using Digital Marketing, E-commerce creates huge revenue as it helps to acquire customers and brand value. Customers are no more dependent just on content or a word-of-mouth before buying a product; they make sure to read the reviews about a product on all the platforms on which the product is listed. E-commerce allows customers to choose a product or service they want, from any supplier, anywhere in the world. Customers can also purchase fashion products from the website. Fashion business houses can also display their products on e-commerce websites and social networking sites, thereby attracting more and more buyers. Online media helps fashion houses take their products world-wide with minimum investment of money.

Course Cohort Owner

A Course Cohort Owner is a faculty from the core discipline, who is fully responsible for one specialised field of study and the cohort of students who have chosen to study that specialised field of study.

Guidelines for Cohort Owner

1. Each Specialized field of study is restricted to a Cohort of 20 students which could include students from other relevant programs.
2. One faculty from the Core Discipline shall be the Cohort Owner, who for teaching and learning in allied disciplines can work with faculty from other disciplines or industry experts.
3. The course shall be delivered in boot camp mode spanning over 12 weeks of study, weekly developmental assessments and culminating in a mini capstone.
4. The industry session shall be addressed by industry subject experts (in contact mode/online / recorded video mode)in the discipline only.
5. The cohort owner shall be responsible to identify experts from the relevant field and organize industry session as per schedule.

6. Cohort owner shall plan and accompany the cohort for any industrial visits.
7. Cohort owner shall maintain and document industrial assignments, weekly assessments, practices and mini project.
8. The cohort owner shall coordinate with faculties across programs needed for their course to ensure seamless delivery as per time table
9. The cohort owner along with classroom sessions can augment or use supplementally teaching and learning opportunities including good quality online courses available on platforms like Karnataka LMS, Infosys Springboard, NPTEL, Unacademy, SWAYAM, etc.
10. Cohort owner shall guide the cohorts for the selection and execution of mini project.

Course outcome: A student should be able to

CO-1	Students become branded entrepreneur in online fashion business.
CO-2	Students will handle professional social media accounts & proficiency in blog writing.
CO-3	Student will Market their fashion products using digital marketing skills.

Detailed course plan

Week	C O	P O	Days	1 st session (9am to 1 pm)	L	T	P	2 ND session (1.30pm to 4.30pm)	L	T	P
Learning outcome: The students will be able to develop different kinds of marketing concepts and techniques.											
1.	1,3	2,7	1.	Fashion Marketing Concepts - The concept of marketing, Utility, Marketing functions and related activities.	2		2	Market survey and collect samples of latest fabrics and accessories which are in trend.			2
	1,2	2,4,7	2.	The concepts of market segmentation and niche marketing, The marketing mix, The channels of distribution used in the fashion industry, Marketing and merchandising	2		1	Market survey and collect samples of latest fabrics and accessories which are in trend.			2
	1,7	2,6,7	3.	Fashion for global market - Social, Cultural, Economic, Demographic factors relating to branded and licensed products.	2		1	Market survey and collect samples of latest fabrics and accessories which are in trend.			2
	1,3	1,2	4.	Analysing potential or global market, identify target consumers and competition, market research and testing, customization.	2	2		Testing the samples collected for colorfastness using Crock- o- meter/ Laundrometer/ Perspirometer.			2
			5	Developmental Assessment				Assessment Review and corrective action			3
			6.	Industry class on Fashion Global market			5	Weekly Assignment(1PM-2PM)			
Learning outcome: Students understand the working relationship between fashion and social media, both, locally and globally											
2.			1.	Peer Review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3	1	Testing the samples collected for colorfastness – Crock o meter/ Laundrometer/ Perspirometer.			2
	1,2,3	1,2,7	2.	Economics in the Fashion Industry - The concept of economic goods/services, The concept of economic resources.	2		1	Create a trendy long frock suitable for a teenage girl with cost price, selling price and profit			2

	1,2,3	3,5,7	3.	The concept of supply and demand, Cost and retail, Gross profit and net profit.	2		1	Create a trendy long frock suitable for a teenage girl with cost price, selling price and profit			2
	1,2,3	3,4,	4.	Global fashion supply/value chain - Introduction, marketing channels - Direct marketing, limited marketing, extended marketing.	2		1	Prepare a questionnaire to find the supply and demand for any fashion product.			2
			5	Developmental Assessment				Assessment Review and corrective action			3
			6	Industry Class on Global Fashion Supply			5	Weekly Assignment (1PM-2PM)			
Learning outcome: To develop an understanding about different channels of marketing.											
3.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3	1	Create a trendy long frock suitable for a teenage girl with cost price, selling price and profit			2
	1,2,3	1,6	2.	Marketing channel integration - Conventional marketing channels vertical marketing channels, dual distribution channels, multichannel distributions, Omnichannel distribution.	2		1	Creating marketing Channels in social media			2
	2	3,5	3.	Marketing channel flows – Physical flow, ownership flow, information flow, payment flow, promotion flow.	2		1	Creating marketing Channels in social media and advertising the product			2
	2,3	2,3	4.	Consumer Demand for Fashion Marketing - Consumer Groups - Demographic Trends & Psychographic Trends, Consumer spending – Personal Income, Disposable Income, Discretionary Income, Purchasing Power	2		1	Creating marketing Channels in social media and advertising the product			2
			5	CIE 1 – Written and Practice Test				Assessment Review and corrective action			3
			6	Industry Class on Fashion Marketing			5	Weekly Assignment (1PM-2PM)			
Learning outcome: The student will successfully be able to identify the different Fashion markets, cultures and requirements.											

4.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3	1	Create marketing Channels in social media and advertising the product.			2
	1,2	2,5	2.	Factors influencing consumer behaviour. Pricing strategies & Decisions - Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing	2		1	Create brand label of your own for the garment prepared using any designing software			2
	2,3	3,4	3.	Brand Management: Brand definition, layers of brand, product and service brands, branding options, branding and buying process.	3			Create brand label of your own for the garment prepared using any designing software			2
	2	3,7	4.	Brand building- brand building process, value proposition, and importance of brands.	2		1	Create brand label of your own for the garment prepared using any designing software and advertise the same in social media.			2
			5	Developmental Assessment				Assessment Review and corrective action			3
		1,2	6	Industry Class on Pricing and Brand Building			5	Weekly Assignment (1PM-2PM)			
Learning outcome: The student will successfully meet the criteria required for operating a Fashion Business.											
5.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3		Create an exclusive Gown with cost and estimation and advertise the same in social media.			2
	1,2	1,3,7	2.	Fashion Brand Strategies - Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing campaigns for brand introduction.	2		1	Create an exclusive Gown with cost and estimation and advertise the same in social media.			2

	1,2	1,3,7	3.	Measuring Brand Performance –Designing Brand Marketing Programmes – Evaluating Brand Performance.	3		1	Create an exclusive Gown with cost and estimation and advertise the same in social media.			2
	1,2	1,2	4.	Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management. Importance of brands.	2		1	Using any designing software create your own label and brand.			2
			5	CIE 2 – Written and Practice Test				Assessment Review and corrective action			3
			6	Industry Class on Fashion brand			5	Weekly Assignment (1PM-2PM)			
	Learning outcome: Student will be able to develop an understanding of International and national fashion brands and brand licensing										
6.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		4		Create an exclusive Gown with cost sheet and advertise the same in social media.			2
	2	1,5,7	2.	Fashion brand licensing - Introduction, types of licensed names, images and design - types like celebrity name licensing, designer name licensing,	4			Create an exclusive Salwar suit with cost sheet and advertise the same in social media.			2
	2,3	1,2,7	3.	exclusive licensing for retailers, character and entertainment licensing, corporate licensing, nostalgic licensing, sports and collegiate licensing,	2		1	Create an exclusive Salwar suit with cost sheet and advertise the same in social media.			2
	2	1,2,7	4.	event and festival licensing, art licensing Advantages and disadvantages of licensing.	2		1	Create an exclusive Salwar suit with cost sheet and advertise the same in social media.			2
			5	Developmental Assessment				Assessment Review and corrective action			3
			6	Industry Class Fashion brand licensing			5	Weekly Assignment (1PM-2PM)			
	Learning outcome: The student develops a fashion brand of his own and advertises in social media.										
7.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3	1	Create an exclusive Salwar suit with cost sheet and advertise the same in social media.			2

	2	3,6,7	2.	Basic concepts of Product Development	2		1	Create an exclusive Salwar suit with cost sheet and advertise the same in social media.			2
	1,2	3,7	3.	Steps in Product Development, Product Development Decision – Develop on own or source from outside.	2		1	Create an exclusive Salwar suit with cost sheet and advertise the same in social media.			2
	2,3	3,5	4.	Product Development- anyone-1. accessories	2		1	Develop a suitable accessory for the above garment.			2
			5	CIE 3 – Written and Practice Test				Assessment Review and corrective action			3
			6	Industry Class on Product Development			5	Weekly Assignment (1PM-2PM)			
8.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		4		Develop an accessory with cost estimation and promote the same in social media.			2
	1,2	1,4	2.	Development and Design Process, Costing product of the Developed Product.	2		1	Develop an accessory with cost estimation and promote the same in social media.			2
	1,2	1,5,7	3.	International Marketing -Concept and scope., Objectives, Challenges and opportunities in International Marketing.	2		1	Recycling fashion (trims, fabric, accessories) Create a new fashion product from recycled fashion.			2
	1,2	1,2,5	4.	Global Marketing Environment—Economic Environment, Socio cultural Environment	2		1	Recycling fashion (trims, fabric, accessories) Create a new fashion product from recycled fashion.			2
			5	Developmental Assessment				Assessment Review and corrective action			3
			6	Industry Class on Design Process, Global Marketing			5	Weekly Assignment (1PM-2PM)			
	Learning outcome: The students creates accessories of their choice and market the same in social media.										
9.			1.	Peer review: Focused group discussion on industry class.		3	1	Develop an accessory suitable for Men's wear			2

				(Faculty shall evaluate student's performance using rubrics)						
	1,2	2,5	2.	Legal and statutory framework, Need for Environmental analysis.	2		1	Develop an accessory suitable for Men's wear with cost estimation and promote the same in social media.		2
	1,2	1,5	3.	Foreign Market Entry strategies; their merits and demerits	2		1	Develop an accessory suitable for Men's wear with cost estimation and promote the same in social media.		2
	1,3	1,3,7	4.	International Pricing, Decisions and factors influencing these decisions Uniform pricing V/s Market by market pricing	2		1	Develop an accessory suitable for Men's wear with cost estimation and promote the same in social media.		2
			5	CIE 4 – Written and Practice Test				Assessment Review and corrective action		3
			6	Industry Class on Foreign Market			5	Weekly Assignment (1PM-2PM)		
Learning outcome: The students create new channels for distribution of their fashion products										
10.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3	1	Develop an accessory suitable for Children's wear with cost estimation, create a channel to market the same.		2
	1,2,3	4,7	2.	Brief introduction to physical channels of distribution for International Markets.	2		1	Develop an accessory suitable for Children's wear with cost estimation, create a channel to market the same.		2
	1,2	2	3.	Difficulties in designing International Distribution channels	2		1	Develop an accessory suitable for Children's wear with cost estimation, create a channel to market the same.		2
	1,2	1,2,7	4.	Global Advertising – Issues and challenges, Merits & demerits of standardized global advertising theme, Push V/s Pull Strategies for International Markets.	2		1	Virtual study on global fashion market.		2
			5	Developmental Assessment				Assessment Review and corrective action		3
			6	Industry Class			5	Weekly Assignment (1PM-2PM)		

Learning outcome : The students creates & develops web site										
11.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3		Create an exclusive Festive wear with cost estimation, advertise and promote the same in social media.		2
	3,4,5	4,7	2.	Multimedia system design and development, Web site design strategies.	2		1	Create an exclusive Festive wear with cost estimation, advertise and promote the same in social media.	1	2
	3,4,5	4,6,7	3.	Computer Systems in Electronic Business	2		1	Create an exclusive Festive wear with cost estimation, advertise and promote the same in social media.		2
	3,4,5	4,6,7	4.	E- commerce Policy and Theory	2		1	Create an exclusive Festive wear with cost estimation, advertise and promote the same in social media.		2
			5	CIE 5 – Written and Practice Test				Assessment Review and corrective action		3
			6	Industry Class on E-commerce			5	Weekly Assignment (1PM-2PM)		
Learning outcome : The student creates new products from the outdated products and promote the same in social media as well as promotes fashion products through digital marketing										
12.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3	1	Remodelling of any one garment and market the same in social media.		2
	3,4	1,3	2.	International trading network & communication protocols, Blog writing	2		1	Remodelling of any one garment and market the same in social media.		2
	4,5	3,7	3.	Electronic payment standards & Legal considerations, E-Commerce strategy, Marketing and Business Processes	2		1	Remodelling of any one garment and market the same in social media.		2
	4,5	4,7	4.	E-commerce Security Requirements & quality assurance and content writing. E-supply chains, E-procurements. Fashion E-commerce in India.	2		1	Prepare a pictorial chart showing the procedure for creating the channel, advertising and promoting the product in social media.	1	1

			E-commerce Implementation Costs E-commerce Experience & Customer Service Expectations							
		5	Developmental Assessment				Assessment Review and corrective action			3
		6	Industry Class on International Payments and customer service			5	Weekly Assignment (1PM-2PM)			
13.			<p>Internship</p> <p>a) Secondary research on various industries and their operations to identify at least 3 companies along with the areas of work interest and develop an internship plan that clearly highlights expectations from the industry during the internship.</p> <p>b) Design and develop a cover letter for an internship request to all 3 identified companies and the resume to be submitted to potential companies.</p> <p>c) Prepare for an internship interview to highlight your interests, areas of study, career aspirations and personnel competence – including the areas of learning you expect to learn during internship.</p>				<p>Project</p> <p>a) Identification of the problem statement (from at least 3 known problems) the students would like to work as part of the project – either as provided by faculty or as identified by the student. Document the impact the project will have from a technical, social and business perspective.</p> <p>b) Design and develop the project solution or methodology to be used to solve at least one of the problems identified.</p> <p>c) Prepare a project plan that will include a schedule, WBS, Budget and known risks along with strategies to mitigate them to ensure the project achieves the desired outcome. Used to solve at least one of the problems identified.</p>			

****Note: Saturday session from 9 AM -2 PM**

CIE and SEE Assessment Methodologies

CIE Assessment	Assessment Mode	Duration In hours	Max Marks
Week 3	CIE 1– Written and practice test	4	30
Week 5	CIE 2– Written and practice test	4	30
Week 7	CIE 3– Written and practice test	4	30
Week 9	CIE 4– Written and practice test	4	30
Week 11	CIE 5– Written and practice test	4	30
	On line Course work (Minimum 10 hours online course with certification from (SWAYAM/NPTEL/Infosys Springboard)	4	40
	Profile building for Internship / Submission of Synopsys for project work		20
Portfolio evaluation (Based on industrial assignments and weekly developmental assessment) *			30
TOTAL CIE MARKS (A)			240
SEE 1 - Theory exam (QP from BTE) Conducted for 100 marks 3 hrs duration reduced to 60 marks		3	60
SEE 2 – Practical		3	100
TOTAL SEE MARKS (B)			160
TOTAL MARKS (A+B)			400

* The industrial assignment shall be based on peer-to-peer assessment for a total of 10 marks (on a scale of 1 to 10) and in the event of a group assignment the marks awarded will be the same for the entire group, the developmental assessment will be for a total of 20 marks and based on MCQ/case study/demonstration and such other assignment methods.

Assessment framework for CIE (1 to 5)

Model Question Paper

Note: Theory to be conducted for 1 hour and practice for 3 hours, total duration of exam – 4 hours

Programme	Apparel Design & Fabrication Technology	Semester	V		
Course	Fashion Marketing and E- Commerce	Max Marks	30		
Course Code	20FT52I	Duration	4 hours		
Name of the course coordinator					
Note: Answer one full question from each section.					
Qn. No	Question	CL L3/L4	CO	PO	Marks
Section-1 (Theory) – 10 marks					
1.a)	Identify marketing functions.	L3	1	1,2	5
b)	Classify the channels of distribution used in fashion industry.	L4	1	1,2	5
2.a)	Develop the concept of economic goods/services in fashion industry.	L3	2	2,3	5
b)	Analyse gross profit and net profit.	L4	2	2,3	2
c)	Distinguish between conventional marketing channels and dual distribution channels.	L4	2	2,3	3
Section-2 (Practical) - 20 marks					
3)	Experiment the colourfastness test for a given swatch of fabric using Crock o meter/ Laundrometer/ Perspirometer.	L3	1	3	20
4)	Develop a step-by-step flow chart for creating a channel in social media.	L3	2	3	20

Assessment framework for SEE 1 (Theory) – 100 Marks / 3 hours (Reduced to 60 marks)

Programme : Apparel Design & Fabrication Technology		Semester: V		
Course : Fashion Marketing and E - Commerce		Max Marks: 100		
Course Code :20FT52I		Duration : 3 Hrs		
Instruction to the Candidate: Answer one full question from each section.				
Q. No	Question	CL	CO	Marks
Section-1				
1.a)	Analyse the concept of marketing	L4	1	10
b)	Identify marketing functions.	L3		10
2.a)	Distinguish between Direct marketing and limited marketing.	L4		5+5
b)	Develop the social and demographic factors relating to branded products.	L3		5+5
Section-2				
3.a)	Organize the concept of supply and demand in fashion industry.	L3	2	5+5
b)	Compare Gross profit and net profit.	L4		5+5
4.a)	Construct the physical flow of marketing channel.	L3		10
b)	Categorize demographic and psychographic trends.	L4		5+5
Section- 3				
5.a)	Identify the importance of pricing.	L3	3	10
b)	Analyse the factors affecting pricing.	L4		10
6.a)	Develop a brand and list the process of brand building.	L3		3+7
b)	Discover the emerging trends in brand management.	L4		10
Section-4				
7.a)	Develop the basic concepts of product development.	L3	1	10
b)	Dissect the steps involved in product development.	L4		10
8.a)	Develop fashion brand licensing & types	L3		5+5
b)	Distinguish between entertainment licensing and corporate licensing.	L4		5+5
Section-5				

9.a)	Analyse the challenges and opportunities in international marketing.	L4	3	5+5
b)	Identify the factors influencing international pricing.	L3		10
10.a)	Construct E- commerce policy and theory.	L3		5+5
b)	Categorise E- commerce strategy, marketing and business process.	L4		3+3+4

Scheme of Evaluation for SEE 2

Sl. No	Description	Marks
1	Write the different test for colorfastness for the given swatch.	20
2	Prepare a brand logo of your own using any designing software.	20
3	Create a catalog of your own brand. (Manually)	20
4	Portfolio presentation.	20
5	Viva voce	20
Total		100

References

Sl. No	Description
1.	Fashion marketing By Mike Easey ,
2	Marketing management By Philips Kotler,
3.	Fashion Marketing and PR By Maria Constantino
4.	Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
5.	Arun Kumar: Marketing Management,Vikas
6.	Saxena, Rajan : Marketing Management, Tata McGraw Hill
7.	Gandhi, J.C. : Marketing, Tata McGraw Hill
8.	Tapan Panda: Marketing Management,Excel Books
9.	Fashion Merchandising amd Marketing. Marian H Jernigan. Easterling and Cynthia R
10.	Management Gurus and Management Fashions. Brad Jackson.
11.	Fashion Marketing. Micheal Easey
12.	Fashion Buying-Helen Goworek, Blackwell Science
13.	RaviKalakota, Andrew B. Whinston, “Electronic Commerce-A Manager’s guide”, Addison-Wesley.
14.	Elias. M. Awad, “ Electronic Commerce”, Prentice-Hall of India Pvt Ltd.
15.	E-Commerce, P.T. Joseph, PHI
16.	Multimedia Systems Design,Andleigh,PHI
17.	E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
18.	Multimedia & Web Create, Coorough, VIKAS

19.	Streaming Multimedia Bible with CD, Steve, Wiley Dreamtech
20.	E-Commerce, Oka, EPH.
21.	Beginning E-Commerce, Reynolds, SPD/WROX
22.	Marketing Today's Fashion. Carol Mueller, Similey, Elenor Lewitt.
23.	The Handbook of International Marketing Communications Monye
24.	Basics Fashion Management: PR and Marketing: Communicating in the digital age. Gwentyth Moore
25.	The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. Jean Noel Kapferer
26.	Fashion Design and Product development by Harrold Carr and John Pomery Blackwell Scientific Publications
27.	Apparel Product development by Maurice J. Johnson, Evelyn C. Moore, and Prentice
28.	Hall Fashion Forecasting by Rita Perna, Fairchild Publications
29.	International Marketing by Cateora
30.	Global Marketing Management by Warren Keegan
31.	Global Marketing Strategies by Jeannet
32.	International Marketing Management by Subhash Jai
33.	The real world guide to Fashion Selling & Management, by Gerald. J. Sherman & Sar. S. Perlman.- Bloomsbury publication, 2015.
34.	Philip Kotler, "Principle of Marketing", Asoke. K Publishing, 8th edition, 1999.
35.	Leslie Davis burn, Kathy Mullet, "The Business of Fashion", Bloomsbury Publishing, 5th edition, 2016.
36.	Philip Kotler, "Marketing Management", Dorling Kindersley Publishing, 12th edition, 2007.

Magazines / Journals

1. Vogue WWD
2. View Fashion Weekly
3. Inside FW
4. Trends DNR



Government of Karnataka

DEPARTMENT OF COLLEGIATE AND TECHNICAL EDUCATION

Program	Apparel Design and Fabrication Technology	Semester	5
Course Code	20FT53I	Type of Course	L: T:P (78:39: 234)
Specialization	FASHION RETAILING AND VISUAL MERCHANDISING	Credits	18
CIE Marks	240	SEE Marks	160

Introduction:

Fashion retailing is the section of business that acts as an intermediary between the manufacturers and customers. Retailing involves all activities required to market consumer goods and services to ultimate consumers who are purchasing for individual or family needs. The fashion retailing is simply amazing in growth because of user's requirements. The clothing and fashion branding categories make people rich because of effective sales.

Visual merchandising is about presenting your retail premises and products in an attractive way to entice customers and drive sales. visual merchandising plays an important role in retail-industry. It is the art of presentation whereby Visual merchandiser conceptualizes designs and implements window and in-store displays for retail stores.

Course Cohort Owner

A Course Cohort Owner is a faculty from the core discipline, who is fully responsible for one specialised field of study and the cohort of students who have chosen to study that specialised field of study.

Guidelines for Cohort Owner

1. Each Specialized field of study is restricted to a Cohort of 20 students which could include students from other relevant programs.
2. One faculty from the Core Discipline shall be the Cohort Owner, who for teaching and learning in allied disciplines can work with faculty from other disciplines or industry experts.
3. The course shall be delivered in boot camp mode spanning over 12 weeks of study, weekly developmental assessments and culminating in a mini capstone.

4. The industry session shall be addressed by industry subject experts (in contact mode/online / recorded video mode)in the discipline only.
5. The cohort owner shall be responsible to identify experts from the relevant field and organize industry session as per schedule.
6. Cohort owner shall plan and accompany the cohort for any industrial visits.
7. Cohort owner shall maintain and document industrial assignments, weekly assessments, practices and mini project.
8. The cohort owner shall coordinate with faculties across programs needed for their course to ensure seamless delivery as per time table
9. The cohort owner along with classroom sessions can augment or use supplementally teaching and learning opportunities including good quality online courses available on platforms like Karnataka LMS, Infosys Springboard, NPTEL, Unacademy, SWAYAM , etc.
10. Cohort owner shall guide the cohorts for the selection and execution of mini project.

Course outcome: A student should be able to

CO-1	Student will be able to identify and analyse business environment and its opportunities to set appropriate goals in fashion Retailing.
CO-2	Students will be able to handle Retail Market and cost Strategy including product pricing and skills relevant to employment in retail industry.
CO-3	Students will be able to handle functionality in the field of Visual Merchandising.

Detailed course plan

Week	C O	P O	Days	1 st session (9am to 1 pm)	L	T	P	2 ND session (1.30pm to 4.30pm)	L	T	P
	Learning outcome			Students will be able to identify and analyse business environment and its opportunities to set appropriate goals in fashion Retailing							
1	1	1,2,3	1.	INTRODUCTION TO FASHION RETAIL Definition, Concept, Importance, Functions - Indian Retails vs. Global Scenario,	2		2	On site visits to fashion retails and cloth markets and study the market trends and collect various cloth samples, catalogues etc.			2
	1	1,2,3	2.	Retail in India - Evolution: Factors: Size; Theories of Retail Development.	2	2		Group Discussion on the site visit.			3
	1	1,2,3	3.	Services Retail: Importance of service in Retail: Types of Competition. Retail Location- Factors affecting location decision,	2	1		Collect information on retail service and retail location with examples.			3
	1	1,2,3,4	4.	Types of Retail operations – (1) Specialty stores- Single brand or Private label retailers, Secondary spin-offs, (2) Department stores, (3) Mass Merchants – Discounters, Off-Price retailers, Outlet stores, Warehouse clubs.	3	1		Onsite visit on all types of Retail Operations and prepare a report.			3
			5.	Developmental Assessment				Assessment Review and corrective action			3
			6.	Industry class on Fashion Retailing			5	Weekly Assignment(1PM-2PM)			
	Learning outcome			Student will be able to identify and analyse the retail functions and organizations in Fashion Retailing.							
2			1.	Peer Review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		3		Checking the student Performance 1. Prepare a chart on the basic functions of a retailer. 2. collect information.			3

	1	1,2,3,4	2.	(4) Promotional stores, (5) Non store retailing - Mail order merchants, Party plan retailing, Electronic retailing, Television shopping, Online shopping.	2	1		3. Demonstrate the essential requirements of a non-store retailing. 4. Identify the services offered by a retailer to the customers.	1	2
	1	2,3,4,5	3.	FASHION RETAIL FUNCTIONS & ORGANIZATIONS Retailing Functions – Merchandising, Store operations, Marketing, Sales Promotion, Finance, Store planning	2	2		Group Discussion on Retailing Functions. Prepare a report.		2
	1	2,3,4,5	4.	Sales Promotion, Finance, Real estate or Store planning and customer service.	2	1		Visit a nearby Retails and prepare a report on activities performed to enrich customer service.	1	2
			5	Developmental Assessment				Assessment Review and corrective action		3
			6	Industry Class on Fashion Retail			5	Weekly Assignment		
	Learning outcome		Student will be able to identify and analyse the retail functions and buyer's role in Fashion Retailing.							
3			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)			3	Prepare a questionnaire of around 5 questions of shopping centres	1	3
	1	2,3,4,5	2.	(1) Shopping Centers – Traditional Malls, Diversified Malls, Value centers, Outlet Malls, Transportation centers, Recreational Malls, Town center malls;	2			On site visit to various Shopping Centres with questionnaire and prepare a report		2

	1	2,3,4,5	3.	(2) The small stores, (3) The large stores, (4) Store with in a store – In store designer boutiques, Leased departments (5) Multiple -unit stores – Chain stores, Department store groups, corporate ownerships.	2			Prepare a chart on the basic functions and organization of a retailer store. Collecting different images of retail operations and prepare a report.			2	
	1	2,3,4,5	4.	Retail buying – Buyer’s role, Duties & responsibilities of a retail buyer	1	2		Prepare a chart on the basic functions of a retailerBuying house.			2	
			5	CIE 1 – Written and Practice Test				Assessment Review and corrective action			3	
			6	Industry Class on Retail buy and Shopping centers			5	Weekly Assignment(1PM-2PM)				
	Learning outcome		Student will be able to identify and analyse business environment of retail space management and pricing in fashion Retailing									
4			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student’s performance using rubrics)			3	Prepare a Model/Chart on 1)A Sample Straight Floor Plan 2) A Sample Diagonal Floor Plan 3) A Sample Angular Floor Plan 4) A Sample Geometric Floor Plan 5)A Sample Geometric Floor Plan.		1	2	
	1	2,3,4,5,6	2.	RETAIL SPACE MANAGEMENT- 1.Retail Floor Space 2.Store Layout and Design	2		2	Prepare a Model/Chart on 1)A Sample Straight Floor Plan 2) A Sample Diagonal Floor Plan 3)A Sample Angular Floor Plan 4) A Sample Geometric Floor Plan			3	
	1	2,3,4,5,6	3.	3.Store Layout Formats 4.Store Design- Interior Design, Exterior Design	2		2	Prepare a computer design of your store focusing on layout, fixtures and displays. using any software applications.			2	

	1	2,3,4,5,6	4.	RETAIL PRICING Introduction to retail pricing Factors Influencing Retail Prices- Internal Factors and External Factors.	2	1		Demonstrate the essential requirements of a retailer prices and cost sheet.			3
			5	Developmental Assessment				Assessment Review and corrective action			3
			6	Industry Class on Retail Pricing			5	Weekly Assignment(1PM-2PM)			
	Learning outcome			Students will be able to handle Retail Cost Strategy including product pricing and skills relevant to employment in retail industry.							
5.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		1	3	Conduct group discussion on retail pricing.		1	2
	1, 2,	,2,3,4,5,6	2.	Demand-Oriented Pricing Strategy-Price Skimming: Odd Even Pricing, Penetration Pricing, Prestige Pricing, Price Bundling:	2			Collect and prepare a chart on cost- oriented sheet in a retail store.		1	2
	1, 2,	2,3,4,5,6	3.	Cost-Oriented Pricing Strategy- Cost plus Pricing, Mark-up Pricing, Break-even Pricing:	2			Collect and prepare a chart on cost sheet in a retail store.			3
	1, 2,	2,3,4,5,6	4.	Target Return Pricing, Early Cash Recovery Pricing:	1			Write a summary on cost sheet in a retail store.	1		2
			5.	CIE 2 – Written and Practice Test				Assessment Review and corrective action			3
			6.	Industry Class on Demand and Cost in Retail			5	Weekly Assignment(1PM-2PM)			
	Learning outcome			Students will be able to handle Retail pricing and marketing relevant to employment in retail industry.							
6.			1.	Peer review: Focused group discussion on industry class.			3	Prepare a Model/Chart on Fashion Retail pricing strategy.		1	2

			(Faculty shall evaluate student's performance using rubrics)							
	1, 2,	2,3,4,5,6	2.	Competition-Oriented Pricing Strategy- Competitor's Parity, Discount Pricing	2			Write a summary on cost sheet in a on Fashion Retail pricing strategy.	1	2
	1, 2,	2,3,4,5,6	3.	Differential Pricing Strategy- Customer Segment Pricing, Time Pricing, Location Pricing	2			Prepare a Model/Chart on Differential Pricing Strategy- Customer Segment Pricing, Time Pricing, Location Pricing		3
	1, 2,	1,2,3,4,5,6,7	4.	RETAIL MARKETING 1.Introduction to retailing 2. Definition of Retail Advertising 3. Sales Promotions- Point of Purchase (POP) Displays, Point of Sale (POS) Displays, Promotional Prices	2	1		Top 5 Activities of a Retail Store (With Diagram)- 1. Store Administration and Management of Retail Floor 2. Inventory Management ADVERTISEMENTS: 3. Managing Receipts 4. Customer Service 5. Sales Promotion. 4. view an advertisement of a branded product and write down the message behind.	1	2
			5.	Developmental Assessment				Assessment Review and corrective action		3
			6.	Industry Class on Retail marketing		5		Weekly Assignment(1PM-2PM)		
	Learning outcome			Students will be able to handle Retail communication and marketing relevant to employment in retail industry.						
7.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		1	2	View a video clip of an elements of Retail Marketing and write a summary.		3

	1, 2, 3	1,2,3,4,5,6	2.	Customer Relationship Management (CRM)- Develop and Customize, Interact and Deliver, Acquire and Retain, Understand and Differentiate	2			Collect information on Customer Relationship Management (CRM)			3
	1, 2, 3	1,2,3,4,5,6	3.	Elements of Retail Marketing Mix (7Ps)- Product, Place, Price, Promotion, People, Process, Physical Environment.	1			Prepare a Model/Chart on Elements of Retail Marketing Mix (7Ps)		1	2
	1, 2,	2,3,5,6,7	4.	Retail Communication- Definition. 1. Measuring Brand Performance –Designing Brand. 2. Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management. 3. Trends in retail -Changing Nature of Retailing, E-Tailing. E-tailing Benefits.	2			Demonstrate the essential requirements of a retailer Trends and E-tailing and prepare a report.			2
			5.	CIE 3 – Written and Practice Test				Assessment Review and corrective action			3
			6.	Industry Class on Customer Relationship Management, Retail Marketing Mix			5	Weekly Assignment(1PM-2PM)			
	Learning outcome			Students will be able to handle current retail scenario in retail industry.							
8			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		1	2	Display a small a retail outlet with in your class room. (models prepared by students)		1	2
	1, 2,	2,3,4,5,6,7	2.	CURRENT RETAIL SCENARIO Retail brands, private brands, Future of retail branding	2			Display a small a retail outlet with in your class room. (models prepared by students)		1	2

	1, 2,	2,3,4,5,6 ,7	3.	retail branding – Indian scenario and global scenario.	2			Collecting images and information on retailing branding.			3
	1, 2,	2,3,4,5,6 ,7	4.	Display and Space Management, Impact of information technology in retailing, Electronic retailing - Role of web, online retailing	2			Prepare a chart on the basic functions of a present retail brand scenario		1	1
			5.	Developmental Assessment				Assessment Review and corrective action			3
			6.	Industry Class on current retail scenario		5		Weekly Assignment(1PM-2PM)			
Learning outcome				Students will be able to have skills and elements required in the field of Visual Merchandising.							
9.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		1	2	prepare report and submit to the subject teacher.			2
	3	1,2,3	2.	Introduction to Visual Merchandising Visual Merchandising- - Definition, Concept, Importance; history of VM	1			Visit a Mall in your nearby area and identify various visual merchandising activities undertaken by a retail store.			2
	3	1,2,3	3.	Objectives of visual merchandising -Support Selling, Co-ordination, Merchandising department, Advertising/ Marketing department, Operations department, Floor Staff.	3			Prepare a Model/Chart on Fashion visual merchandising - Support Selling, Co-ordination, Merchandising department, Advertising/ Marketing department, Operations department, Floor Staff.			3
	3	1,2,3	4.	Elements of visual merchandising-a) Store front b) Store layout c) Store interior d) Interior display	2			Identify the types of store exteriors and interior display components and prepare a flow chart.		1	2
				5.	CIE 4 – Written and Practice Test				Assessment Review and corrective action		

			6.	Industry Class on Visual Merchandising		5	Weekly Assignment(1PM-2PM)				
Learning outcome			Students will be able to handle display functionality in the field of Visual Merchandising.								
10.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		1	2	Conduct group discussion on visual merchandising	1	2	
	3	1,2,3,4	2.	Mannequins 1.Introduction 2.Types and alternatives;	2		Prepare a Model/Chart on Fashion visual merchandising- Mannequins (types)		1	2	
	3	1,2,3,4	3.	3.Handling of mannequins; 4.Dressing of mannequins	2		Prepare a dress form using duct tape.			2	
	3		4.	Display Basics 1. Display and Design Basics; 2.Principles of Design; Color Blocking;	2		Creating detailed plans using any designing software with signage's.	1		2	
			5.	Developmental Assessment			Assessment Review and corrective action			3	
			6.	Industry Class on Mannequins and Display		5	Weekly Assignment(1PM-2PM)				
Learning outcome			Students will be able to handle space planning and display functionality in the field of Visual Merchandising.								
11.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		1	2	Create a different type of catalogues. Flyers, paplets, etc. for promotions display.		1	2
	3	1,2,3,4	2.	Types of Displays: Importance Display of props, promotions and mannequins on floor.	1	1	Shoot snaps and develop a catalogue for a hypothetical Types of Displays.	1		2	

	3	2,3,4,5,6	3.	Space Planning 1.Types of fixtures: Props; 2.Purpose of space planning; Lighting	2			Shoot snaps and develop a catalogue for a hypothetical Types of Displays			2		
	3	2,3,4,5,6	4.	3.Window display for a product or merchandise	2			Creating & presenting a store display.	1		2		
			5.	CIE 5 – Written and Practice Test				Assessment Review and corrective action			3		
			6.	Industry Class on Space Planning			5	Weekly Assignment(1PM-2PM)					
Learning outcome				Students will be able to handle to in the field of store layout and profile in Visual Merchandising and handle the presentation and calendar planning of Visual Merchandising									
12.			1.	Peer review: Focused group discussion on industry class. (Faculty shall evaluate student's performance using rubrics)		1	2	Conduct group discussion on Store Windows and Layout			2		
	3	2,3,4,5,6	2.	Store Windows and Layout Store interiors and exteriors -Types of store displays and planograms Layout of a complete store.	2			1.Prepare a list of materials and signage's used in Display Design 2. Visualize and draw various theme based interior and exterior design projects.			2		
	3		3.	presentation and Calendar planning	2			Prepare a Model/Chart on Fashion visual merchandising- presentation and seasonal Calendar planning		1	2		
	3	2,3,4,5,6,7	4.	Visual Merchandising Implementations In store clearance and sales Trade shows, Trade exhibitions, sales tracking(Brand Promotions)	2			Create a chart on the Role of a Visual Merchandiser and Up selling via window display. Create a Display based on themes/occasion/season in groups.		1	2		

							Prepare a Model/Chart on Fashion visual merchandising- In store clearance and sales Trade shows Prepare a Model/Chart on Fashion visual merchandising- Brand promotions: Trade exhibits Advertising: Sales tracking Write a summary on brand promotion and make a report.			
		5.	Developmental Assessment				Assessment Review and corrective action			3
		6.	Industry Class on Store Layout			5	Weekly Assignment(1PM-2PM)			
13.			Internship a) Secondary research on various industries and their operations to identify at least 3 companies along with the areas of work interest and develop an internship plan that clearly highlights expectations from the industry during the internship. b) Design and develop a cover letter for an internship request to all 3 identified companies and the resume to be submitted to potential companies. c) Prepare for an internship interview to highlight your interests, areas of study, career aspirations and personnel competence – including the areas of learning you expect to learn during internship.				Project a) Identification of the problem statement (from at least 3 known problems) the students would like to work as part of the project – either as provided by faculty or as identified by the student. Document the impact the project will have from a technical, social and business perspective. b) Design and develop the project solution or methodology to be used to solve at least one of the problems identified. c) Prepare a project plan that will include a schedule, WBS, Budget and known risks along with strategies to mitigate them to ensure the project achieves the desired outcome. Used to solve at least one of the problems identified.			

****Note: Saturday session from 9 AM -2 PM**

CIE and SEE Assessment Methodologies

CIE Assessment	Assessment Mode	Duration In hours	Max Marks
Week 3	CIE 1– Written and practice test	4	30
Week 5	CIE 2– Written and practice test	4	30
Week 7	CIE 3– Written and practice test	4	30
Week 9	CIE 4– Written and practice test	4	30
Week 11	CIE 5– Written and practice test	4	30
Week 13	On line Course work (Minimum 10 hours online course with certification from (SWAYAM/NPTEL/Infosys Springboard)		40
	Profile building for Internship / Submission of Synopsys for project work		20
Portfolio evaluation (Based on industrial assignments and weekly developmental assessment) *			30
TOTAL CIE MARKS (A)			240
SEE 1 - Theory exam (QP from BTE) Conducted for 100 marks 3 hrs duration reduced to 60 marks		3	60
SEE 2 – Practical		3	100
TOTAL SEE MARKS (B)			160
TOTAL MARKS (A+B)			400

*The industrial assignment shall be based on peer-to-peer assessment for a total of 10 marks (on a scale of 1 to 10) and in the event of a group assignment the marks awarded will be the same for the entire group, the developmental assessment will be for a total of 20 marks and based on MCQ/case study/demonstration and such other assignment methods

Assessment framework for CIE (1 to 5)
Model Question Paper

Note : Theory to be conducted for 1 hour and practice for 3 hours, total duration of exam – 4 hours

Programme	Apparel Design & Fabrication Technology	Semester	V
Course	Fashion Retailing & Visual Merchandising	Max Marks	30
Course Code	20FT53I	Duration	4 hours
Name of the course coordinator			

Note: Answer one full question from each section.

Qn.No	Question	CL L3/L4	CO	PO	Marks
Section-1 (Theory) – 10 marks					
1.a)	Determine fashion retailing.	L3	1	1,2,3	5
b)	Explain Revolution of Retail in India.	L4	1, 2,	1,2,3	5
2.a)	List the Retail Operation	L3	1,2	1,2,3	5
b)	Write about specialty store	L3	1, 2,	1,2,3,4	5
Section-2 (Practical) - 20 marks					
3)	1. Prepare a chart on the basic functions of a retailer. 2. write a report on collected information from retail shops 3. Demonstrate the essential requirements of a retailer.	L3, L4	1, 2, 3		5+5+10
4)	Prepare a chart and Demonstrate the basic functions of a retailer, his organisation duties, and responsibilities in retail buyers house.	L4	1, 2, 3		20

Assessment framework for SEE 1 (Theory) – 100 Marks / 3 hours (Reduced to 60 marks)

Programme : ADFT	Semester : V			
Course : FASHION RETAILING AND VISUAL MERCHANDISING	Max Marks : 100			
Course Code : 20FT53I	Duration : 3 Hrs			
Instruction to the Candidate: Answer one full question from each section.				
Q.No	Question	CL	CO	Marks
Section-1				
1.a)	Write about fashion retailing	L3	1, 2,	10
b)	Explain retail evolution	L3		10
2.a)	List the retail operation any explain any two.	L4		10
b)	Relate the importance of service in Retailing	L4		10
Section-2				
3.a)	Determine the retail buyers duties and responsibilities	L3	1, 2,	10
b)	Explain Retail organization	L3		10
4.a)	Determine the function of retailing.	L4		10
b)	Differentiate between store layout and store Design.	L4		10
5.a)	Classify the internal and external factors of retail pricing.	L3, L4	1, 2,	10
b)	Prepare a costing factors in retail pricing.	L3, L4		10
6.a)	Describe the Sales Promotions in retailing	L3, L4		10
b)	Classify the types of displays in VM and explain any one.	L3, L4		10
Section-4				
7.a)	Determine Visual Merchandising.	L3, L4	3	10
b)	Write the Objectives of visual merchandising.	L3, L4		10
8.a)	Explain the elements of visual merchandising.	L3, L4		10
b)	Write the different types of mannequins used in visual merchandising and explain.	L3, L4		10

Section-5				
9.a)	Determine the store windows and layout in visual merchandising.	L3, L4	3	10
b)	Sketch a VM store planning with help of a the chart.	L3, L4		10
10.a)	Explain in store clearance and sales Trade shows in visual merchandising.	L3, L4		10
b)	Describe the duties and responsibilities of the visual merchandising.	L3, L4		10

Scheme of Evaluation for SEE 2

Sl. No	Description	Marks
1	write a summary on different retail operation in retail outlets..	20
2	Make a Models or Prototype of retail store by giving a presentation.	20
3	write a report on collected information of Visual Merchandising in Retail Stores/ Demonstrate a garment display on mannequins by giving a presentation of visual merchandising.	20
4	A portfolio work of visual merchandising and make certain that all samples of your work (photos of displays, lettering, layouts, etc.) are carefully mounted on presentation board or in a binder	20
5	Viva voce	20
Total		100

References

Sl. No	Description
1.	Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
2.	P. K. Sinha & D. P. Uniyal, Managing Retailing, Oxford University Press.
3.	Bashar, A., & Ahmed, I. (2012). Visual merchandising and consumer impulse buying behavior: An Empirical study of Delhi & NCR. International Journal of Retail Management & Research, 2(4), 31-41
4.	Lusch and Dunne "Retail Management" South- Western Publishing, 2000
5.	Pradhan, Swapna "Retailing Management" Tata Mcgraw Hill Publications, 2011
6.	Vedamani, Gibson "Retail Management" Jaico Publications, 2012
7.	Rabolt and Judy "Concepts and Cases in Retail and Merchandise Management" Fairchild Publications, 1997
8.	Bliss, Laura L "Study Guide Visual Merchandising and Display, III edition" Fairchild Publications, 1995
9.	Vedomani, Gibson. "Retail Management - 4th Edition", Jaico Publishing House, 2012
10.	Portas, Mary. "The Art of Retail Display", Thames and Hudson Limited, 1999
11.	Winters, Arthur A. and Goodman, Stanley "Fashion Advertising and Promotion- 6th edition", Fairchild Publications, 1984
12.	Diamond, Ellen and Jay "Fashion Advertising and Promotions", Fairchild Publications, 1995 • Hines and Bruce " Fashion marketing - Contemporary issues", Butterworth Heinemann, 2006
13.	Rathee, V., & Prakash, C. (2017). Influence of Visual Merchandising on Customer Buying Decision-A Review of Literature Approach. World Wide Journal of Multidisciplinary Research and Development, 3(12), 103-105.
14.	website http://www.euromonitor.com/retailing-in-india/report
15.	www.udel.edu/alex/chapt17.html

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17.	www.businessdictionary.com/definition/visual-merchandising.html
18.	www.managementstudyguide.com/visual-merchandising.htm



Government of Karnataka

DEPARTMENT OF COLLEGIATE AND TECHNICAL EDUCATION

Program	Apparel Design and Fabrication Technology	Semester	5
Course Code	20FT54I	Type of Course	L:T:P (78: 39: 234)
Specialization	BOUTIQUE MANAGEMENT	Credits	18
CIE Marks	240	SEE Marks	160

Introduction:

Boutique management is the course that tackles the fundamentals of Fashion Designing and managing a small-scale business establishment. Students are put through a course syllabus comprised of studies in fabrics, ornamentation and garment construction along with the implementation of design and marketing their brands. Boutique Management courses are apt to train future professionals interested in a career in design as well as marketing in the Fashion industry. One can succeed as a boutique entrepreneur or sell through E-Commerce platforms. This course is ideally suited for those who wish to be a part of the fashion, textile, or accessories industries or would like to be an entrepreneur and sell through E-Commerce platform. It is designed to enhance the thought process that goes into creative designing and innovative fashion pieces as well as enhancing the skills required to market and promote one's brand or boutique. As the learners proceed through the course, they get to know about the application of the latest hands-on skills while learning about creative design. They are also taught about commercial aspects of Fashion design.

Course Cohort Owner

A Course Cohort Owner is a faculty from the core discipline, who is fully responsible for one specialised field of study and the cohort of students who have chosen to study that specialised field of study.

Guidelines for Cohort Owner

1. Each Specialized field of study is restricted to a Cohort of 20 students which could include students from other relevant programs.
2. One faculty from the Core Discipline shall be the Cohort Owner, who for teaching and learning in allied disciplines can work with faculty from other disciplines or industry experts.
3. The course shall be delivered in boot camp mode spanning over 12 weeks of study, weekly developmental assessments and culminating in a mini capstone.

4. The industry session shall be addressed by industry subject experts (in contact mode/online / recorded video mode)in the discipline only.
5. The cohort owner shall be responsible to identify experts from the relevant field and organize industry session as per schedule.
6. Cohort owner shall plan and accompany the cohort for any industrial visits.
7. Cohort owner shall maintain and document industrial assignments, weekly assessments, practices and mini project.
8. The cohort owner shall coordinate with faculties across programs needed for their course to ensure seamless delivery as per time table
9. The cohort owner along with classroom sessions can augment or use supplementally teaching and learning opportunities including good qualityonline courses available on platforms like Karnataka LMS, Infosys Springboard, NPTEL, Unacademy, SWAYAM , etc.
10. Cohort owner shall guide the cohorts for the selection and execution of mini project.

Course outcome: A student should be able to

CO1	Students will be able to start their own boutique.
CO2	Student can become a freelancer
CO3	Student can work as Fashion Designer

Detailed course plan

Week	C O	P O	Days	1 st session (9am to 1 pm)	L	T	P	2 ND session (1.30pm to 4.30pm)	L	T	P
	Learning outcome: The students are introduced to the concept of Boutique										
1	1,3	2,3,5,7	1	Introduction to Boutique, meaning, history, concept, importance, types, merits and Demerits	1		2	Group discussion on Boutique			1 2
	1,3	2,3,5,7	2	Skills required to run a boutique - Leadership skills, communication skills, financial skills, Marketing skills, Adaptability, Perseverance	2		1	Collection of different boutique images.			2
	1,3	2,3,5,7	3	Choice of location-site measurement, Type of goods sold, Population and Customer. Accessibility, Visibility, and Traffic, Signage, Zoning and Planning, Competition and Neighbors, Location Costs, Personal Factors, Final Considerations.	2		1	Store planning of boutique – manual drawing.			2
	1,3	2,3,5,7	4	Space management. - Traffic Flow, Lighting, Display Space, Strong Displays, Store Design, Checkout Area, Shelf and Rack Design.	1	3		Preparation of boutique store planning using designing software.	1		2
			5	Developmental Assessment				Assessment Review and corrective action			3
			6.	Industry class on Boutique			5	Weekly Assignment(1PM-2PM)			
	Learning outcome : The Students will get an knowledge of boutique Interior planning, marketing strategies										
2			1	Peer Review		3		Group discussion on Documentation			2

	1,3	2,3,5,7	2	Infrastructure requirement -a rent/lease agreement/ sale deed, licenses and registration and mandatory audit and tax compliances Material sourcing (trims and fabric), Fashion accessories in boutique - Affordability, Testing, Sustainability, Functionality.	2	1	Documentation on registration process for boutique business Collection of different fabric swatches & trims			2
	1,3	2,3,5,7	3	Boutique interior-visual merchandising and store layout- Hangers, mannequins, window dressing materials, jewellery and accessory cases and item showcase structures. office and sales equipment - computers, telephones, office furniture, cash registers and POS systems.	2	1	Boutique visit and Prepare report.			2
	1,3	2,3,5,7	4	Boutique marketing tools and promotional kit Planning, Social media advertising, Display Advertising Tools, Content Marketing, Email Marketing. Type of promotion, types of promotional displays, GWP and VAP packaging, promotion length, branding & marketing	2	1	Plan the marketing strategy for the below mentioned garments.			2
			5	Developmental Assessment			Assessment Review and corrective action			3
			6	Industry Class on Boutique Interior		5	Weekly Assignment(1PM-2PM)			
Learning outcome: The students will get a knowledge on visual Merchandising and window display.										
3			1	Peer review		3	Group discussion on visual merchandising			2
	1,3	2,3,5,7	2	INFRASTRUCTURE AND VISUAL MERCHANDISING fashion accessories in	2	1	Planning for display interiors for a boutique.	1		2

				boutique – boutique interior – visual merchandising – store layout – types of display – exterior display – interior display – tools						
	1,3	2,3,5,7	3	Window display- concept, importance ,types, background, props, fixtures, lighting, mannequins	2		1	Selection of theme for window display Eg: seasonal/festive/ occasion / theme based		2
	1,3	2,3,5,7	4	Visual merchandising – introduction, elements of visual merchandising, signage – props – mannequins – fixtures and lightings. Buyer supplier relationships, consumer relationship, tips and tricks to attract customers.	2		1	1.Design and Develop window display for the above selected theme. 2.Exhibit the widow display.		2
			5	CIE 1 – Written and Practice Test				Assessment Review and corrective action		3
			6	Industry Class on Visual Merchandising			5	Weekly Assignment(1PM-2PM)		
Learning outcome : The Students will understand the SWOT analysis concept and various support structure to boutique.										
4			1	Peer review		3		Group discussion on advertisement and social medias		2
	1,3	1,2,3,5	2	SWOT Analysis of boutique.	2		1	Prepare a SWOT analysis report on boutique.	1	2
	1,3	2,3,4,5,7	3	Marketing and promotion, Promotion using social medias - Blog, Facebook, Instagram, shorts, twitter, reels , Pinterest, linked.in etc. Promotional Offers - 50% sales, discounts, big sale, buy 1 get one,	2		1	Create an advertisement to promote the below designed garment , Using any designing software. Eg: posters/ banners/ brochures/ catalogue		2
	1,3	2,3,4,5,7	4	Institutions supporting entrepreneurs- DIC, NSIC, TII, KVIC, CODISSIA, COMMERICAL BANKS –SBI	2		1	Visit to DIC and collect information		2

			5	Developmental Assessment				Assessment Review and corrective action			3
	2	1,2	6	Industry Class on Marketing and social media			5	Weekly Assignment(1PM-2PM)			
Learning outcome: The students will able to do develop Digital Fashion Portfolio											
5			1	Peer review			3	Group discussion on Digital Fashion Portfolio.			2
	1,3	2,3,4,5,7	2	Introduction to Digital Fashion Portfolio Concept, importance and scope	2		1	Selection of any two themes for portfolio collection			2
	1,3	2,3,4,5,7	3	Understanding Theme board, Inspiration board, mood board. (Sources, contents, selection criteria)	2		1	(Using the above selected themes) Create an inspiration board, mood board by using any designing software	1		2
	1,3	2,3,4,5,7	4	Fabric board. look board, client board, (Sources, contents, selection criteria)	2		1	Create fabric board, look board by using any designing software			2
			5	CIE 2 – Written and Practice Test				Assessment Review and corrective action			3
			6	Industry Class			5	Weekly Assignment(1PM-2PM)			
Learning outcome: Students are able to prepare digital portfolio boards											
6			1	Peer review			3	Create a selected client board by Using any designing software			2
	1,3	2,3,4,5,7	2	Final sketch board & flat sketches, Accessories Board, Photographs	2		1	Create a selected final sketch board & flat sketches, accessories board Using any designing software			2
	1,3	2,3,4,5,7	3	Cover page and Final presentation	2		1	Create a selected Cover page Using any designing software			2
	1,3	2,3,4,5,7	4	Application of Fashion portfolio for a fashion designer.	2		2	Number of garments in a collection – 5 garments, Exhibit final digital boards and collect the feedback			2

			5	Developmental Assessment				Assessment Review and corrective action			3
			6	Industry class			5	Weekly Assignment(1PM-2PM)			
Learning outcome : Students are able to fashion forecast for the upcoming season											
7			1	Peer review			3	Group discussion on Fashion forecasting			2
	1,2,3	2,3,4,5, 7	2	Knowledge on fashion concept- Theories of fashion adoption - trickle down, trickle up and trickle across theory. Importance and scope	2		1	Prepare a chart on current fashion trend.			2
	1,2,3	2,3,4,5, 7	3	Fashion forecasting – market research, evaluating the collection, Fashion services and resources (fashion services ,Colour services ,video services ,Newsletter services, web sites, Directories and references),	2		1	Prepare the fashion forecasting report for upcoming season.			2
	1,2,3	2,3,4,5, 7	4	Fashion studio – fashion photography- skills needed for photography –Camera, background, props, Tripod.	2		1	Photo Shoot Shoot snaps using camera /phones Collection of photo Gallery and feedback.	1		2
			5	CIE 3 – Written and Practice Test				Assessment Review and corrective action			3
			6	Industry Class on Fashion forecasting			5	Weekly Assignment(1PM-2PM)			
Learning outcome : Students are able to do dress draping											
8			1	Peer review			3	Group discussion and preparation of Draping.			2

							Preparation of muslin for Draping-Tearing, blocking, pressing			
1,2,3	2,3,4,5,7	2	<p>DRAPING</p> <p>Introduction to draping</p> <ol style="list-style-type: none"> 1. Study of equipment's and Dress forms 2. Study of Grain 3. Preparation of dress forms for draping 4. Preparation of muslin for Draping-Tearing, blocking, pressing, <p>Draping Technique</p> <ol style="list-style-type: none"> 1. Draping steps <p>Marking</p> <ol style="list-style-type: none"> 2. Truing 3. Method of draping of front and back bodice, 	2	1	<p>Preparation of muslin for Draping-Tearing, blocking, pressing</p> <ul style="list-style-type: none"> • Draping of front bodice • Draping of back bodice 			2	
1,2,3	2,3,4,5,7	3	<p>DART – PLEATS, TUCKS (Draping technique)</p> <ol style="list-style-type: none"> 1. Dart Manipulation-Bustling dart, neck line dart 2. Insertion of pleats, tucks and cowl in bodice 	2	1	<p>Dart Manipulation-Bustling dart, neck line dart</p> <p>Insertion of pleats, tucks, cowl in bodice</p>		1	2	
1,2,3	2,3,4,5,7	4	<p>Draping techniques</p> <p>Component draping - Dresses - bias, princess line, panels.</p>	2	1	<p>DRAPING METHOD</p> <p>Component draping - Dresses - bias, princess line, panels.</p>		1	2	

			5	Developmental Assessment			Assessment Review and corrective action			3
			6	Industry class on Draping		5	Weekly Assignment(1PM-2PM)			
Learning outcome : Students are able to draft and construct the garments.										
9			1	Peer review		3	Illustrate the garment for celebrity wear			2
	1,2,3	2,3,4,5, 7	2	Drafting and Construction of garment celebrity wear / chic wear	2	1	Drafting of garment for celebrity wear / chic wear			2
	1,2,3	2,3,4,5, 7	3	Embellishment techniques	2	1	Construction of garment for celebrity wear / chic wear Embellish the garment(any technique)	1		2
	1,2,3	2,3,4,5, 7	4	Methods of finishing	2	2	Stitching and finishing of the garment			2
			5	CIE 4 – Written and Practice Test			Assessment Review and corrective action			3
			6	Industry class on Celebrity wear		5	Weekly Assignment(1PM-2PM)			
Learning Outcome : Students are able to draft and construct of the garments.										
10			1	Peer review		3	Illustrate the garment for cocktail wear and Ready Saree, Designer saree blouse			2
	1,2,3	2,3,4,5, 7	2	Drafting and Construction of garment Cocktail wear and Ready Saree	2	1	Drafting of the garment for cocktail wear and Ready Saree, using any embellishment technique.			2

	1,2,3	2,3,4,5, 7	3	Embellishment techniques	2	1	Construction of garment Cocktail wear and Ready Saree, Embellish the garment			2
	1,2,3	2,3,4,5, 7	4	Methods of finishing	2	1	Stitching and finishing of the garment			2
			5	Developmental Assessment			Assessment Review and corrective action			3
			6	Industry class		5	Weekly Assignment(1PM-2PM)			
Learning outcome : Students are able to prepare the accessories.										
11			1	Peer review		3	Stitching and finishing of the garment			2
	1,2,3	2,3,4,5, 7	2	ORNAMENTS AND ACCESSORIES- Prepare the following accessories using available raw materials / any base material	2	1	Collection of raw materials required for accessories making			2
	1,2,3	2,3,4,5, 7	3	1.Hand bags -2 varieties 2.Bangles / Ear rings /Necklaces - 2models	2	1	Prepare any one set of bridal jewelry of their choice of material.			2
	1,2,3	2,3,4,5, 7	4	3. A set of Bridal Ornaments.	2	1	Prepare any one accessory bangles / earrings /necklace of their choice of material Exhibition of prepared accessories, collection of feedback .			2
			5	CIE 5 – Written and Practice Test			Assessment Review and corrective action			3
			6	Industry class on Fashion Accessories		5	Weekly Assignment(1PM-2PM)			
Learning outcome : Students are able to perform draping of the garment and dart manipulation										

12			1	Peer review		3	Group discussion on pattern alteration and fitting			2
	1,2,3	2,3,4,5,7	2	Pattern alteration –importance of altering patterns, general principles for pattern alteration, common pattern alteration in a bodice. Remodelling of the garments- introduction ,types	2	2	Alteration of stitched garment (any 3) Remodeling of the garment (any 1)			2
	1,2,3	2,3,4,5,7	3	Fitting - Standards of a good fit, steps in preparing a blouse for fitting, checking the fit of a garment , solving fitting problems in a garment , fitting techniques.	2	2	Trail and fitting of any two stitched garments.			2
	1,2,3	2,3,4,5,7	4	Pricing strategies & Decisions Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing, Pressing and preserving of different garments and Packing techniques	2	2	Costing and pricing of the stitched garments. Practice of folding , packing and presentation techniques			2
			5	Developmental Assessment			Assessment Review and corrective action			3
			6	Industry class on Pattern Alteration		5	Weekly Assignment(1PM-2PM)			

13			<p>Internship</p> <p>a) Secondary research on various industries and their operations to identify at least 3 companies along with the areas of work interest and develop an internship plan that clearly highlights expectations from the industry during the internship.</p> <p>b) Design and develop a cover letter for an internship request to all 3 identified companies and the resume to be submitted to potential companies.</p> <p>c) Prepare for an internship interview to highlight your interests, areas of study, career aspirations and personnel competence – including the areas of learning you expect to learn during internship.</p>	<p>Project</p> <p>a) Identification of the problem statement (from at least 3 known problems) the students would like to work as part of the project – either as provided by faculty or as identified by the student. Document the impact the project will have from a technical, social and business perspective.</p> <p>b) Design and develop the project solution or methodology to be used to solve at least one of the problems identified.</p> <p>c) Prepare a project plan that will include a schedule, WBS, Budget and known risks along with strategies to mitigate them to ensure the project achieves the desired outcome. Used to solve at least one of the problems identified.</p>
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****Note: Saturday session from 9 AM -2 PM**

CIE and SEE Assessment Methodologies

CIE Assessment	Assessment Mode	Duration In hours	Max Marks
Week 3	CIE 1– Written and practice test	4	30
Week 5	CIE 2– Written and practice test	4	30
Week 7	CIE 3– Written and practice test	4	30
Week 9	CIE 4– Written and practice test	4	30
Week 11	CIE 5– Written and practice test	4	30
Week 13	On line Course work (Minimum 10 hours online course with certification from (SWAYAM/NPTEL/Infosys Springboard)		40
	Profile building for Internship / Submission of Synopsys for project work		20
Portfolio evaluation (Based on industrial assignments and weekly developmental assessment) *			30
TOTAL CIE MARKS (A)			240
SEE 1 - Theory exam (QP from BTE)Conducted for 100 marks 3 hrs duration reduced to 60 marks		3	60
SEE 2 – Practical		3	100
TOTAL SEE MARKS (B)			160
TOTAL MARKS (A+B)			400

* The industrial assignment shall be based on peer-to-peer assessment for a total of 10 marks (on a scale of 1 to 10) and in the event of a group assignment the marks awarded will be the same for the entire group, the developmental assessment will be for a total of 20 marks and based on MCQ/case study/demonstration and such other assignment methods

Assessment framework for CIE (1 to 5)
Model Question Paper

Note: Theory to be conducted for 1 hour and practice for 3 hours, total duration of exam – 4 hours

Programme	ADFT	Semester	V
Course	BOUTIQUE MANAGEMENT	Max Marks	30
Course Code	20FT54I	Duration	4 hours
Name of the course coordinator			

Note: Answer one full question from each section.

Qn.No	Question	CL L3/L4	CO	PO	Marks
Section-1 (Theory) – 10 marks					
1.a)	Explain boutique.	L3	1	1,7	5
b)	Categorize the Skills required to run a boutique.	L4	2	4,5	5
2.a)	Develop the concept of visual merchandising in a boutique	L4	2	4,5	3
b)	Predict the fashion forecasting report for the upcoming year	L3	4	1,7	4
c)	Explain the care and maintenance of the boutique	L3	5	7	3
Section-2 (Practical) - 20 marks					
3)	Plan and Prepare store planning for a boutique	L3	2	1,5	20
4)	Illustrate the final Sketch board for fashion portfolio on selected theme.	L3	4	1,2	20

Assessment framework for SEE 1 (Theory)

Programme :	Boutique management	Semester :	V	
Course :	ADFT	Max Marks :	100	
Course Code :	20FT54I	Duration :	3 Hrs	
Instruction to the Candidate: Answer one full question from each section.				
Q.No	Question	CL	CO	Marks
Section-1				
1.a)	Explain boutique management	L3	1	10
b)	Categorize the infrastructure required for a boutique	L4		10
2.a)	Calculate the budget required for a celebrity wear	L4		10
b)	Illustrate the window display in a boutique	L3		10
Section-2				
3.a)	Explain the store planning	L3	2	10
b)	Write the merits and demerits of draping.	L3		10
4.a)	Determine the dart manipulation (shifting of darts)	L3		10
b)	Interpret the method of sleeves adaptation using slash and spread method .	L3		10
Section- 3				
5.a)	Illustrate the inspiration board for fashion portfolio on a selected theme	L3	3	10
b)	Select and explain the suitable fabrics for a Politian wear	L4		10
6.a)	Categorize the promotional strategy for marketing	L4		10
b)	Sketch any two accessories and colour it neatly	L3		10
Section-4				
7.a)	Prepare the SWOT analysis report on boutique.	L3	4	10
b)	Analyze the draping of bodice front pattern and its importance	L4		10
8.a)	Discover the Fashion services and resources.	L3		10
b)	Point out any 3 defects and remedies in a garment	L4		10
Section-5				

9.a)	Explain the maintenance of boutique.	L3	5	10
b)	Estimate the legal forms of business of ownership	L4		10
10.a)	Select any five banks which provides loans to start a boutique.	L4		10
b)	Focus on any 3 elements of fashion photography.	L4		10

Scheme of Evaluation for SEE 2

Sl. No	Description	Marks
1	Prepare a report, SWOT analysis on Boutique	20
2	Create a digital inspiration/mood board for any selected theme	20
3	Create any one accessory using suitable material.	20
4	Portfolio presentation	20
5	Viva voce	20
Total		100

References

Sl. No	Description
1	The Fashion Designer Survival Guide ,Author : Diane Von Furstenberg, Mary Gelhar
2	Portfolio Presentation for Fashion Designers, Author:Linda Tain
3	The Fashion System, Author: Roland Barthes
4	Writing for the Fashion Business, Author: Kristen K. Swanson
5	Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc
6	Dickerson Kitty G., Inside the Fashion Business, Pearson Education India, 2004
7	Swati Bhalla &Anurag S., Visual Merchandising, Tata McGraw-Hill Education, 2010
8	Diamond, Fashion Retailing: A Multi-Channel Approach, Pearson Education India, 2007
9	Rosemary Varley, Retail Product Management: Buying and Merchandising, Routledge, 2006
10	Jay Diamond, Ellen Diamond, Contemporary Visual Merchandising, Prentice Hall PTR, 2010