

AIM AND OBJECTIVES OF B.VOC FASHION TECHNOLOGY AND MERCHANDISING

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Certificate /Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

The proposed vocational programme in B.Voc Fashion Technology and Merchandising will be a judicious mix of skills, professional education related to Fashion Designing, Merchandising, Visual Merchandising, Entrepreneurship development and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the field of Fashion Technology and Merchandising. The programme also aims to develop the following abilities:

- To provide judicious mix of skills relating to a profession and appropriate content of general education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance

SEMESTER – I

BOCG101 LISTENING AND SPEAKING SKILLS IN ENGLISH

Objectives: To introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility. To enable the students to speak English confidently and effectively in a wide variety of situations. To help the students to improve their reading efficiency by refining their reading strategies.

BOCG102: IT FOR BUSINESS

Objectives: The objective of the course is to help the student understand and appreciate the critical role of Information Systems in today's organizations

FTMG103 INTRODUCTION TO FASHION BUSINESS

Objectives: To introduce students to growth of fashion industry. To familiarize students with all major international and Indian Fashion designers, their styles of work and fashion related terms. To create awareness amongst students about the domestic and export garments industries and the various career opportunities and diversification possibilities in the field of fashion.

FTMS9104 TEXTILES & ORNAMENTATION

Objectives: To gain knowledge about textile fibres and their uses. To develop an understanding about various kinds of fabrics, their structure and the utility. To impart knowledge about Textile dyeing and printing. To develop skill in understanding textiles available in the market. To teach the basic hand embroidery techniques, surface designing and other ornamentation techniques.

FTMS105 INTRODUCTION TO FASHION ART

Objectives: To introduce students to basic sketching techniques and aspects of human anatomy & importance of fashion illustration. Drawing a fashion figure or a Croquis with proportion & body movements various poses required

for fashion illustration. Various mediums for sketching and rendering life forms.

FTMS106 PROJECT I- HOME FURNISHING

Objectives: Students have to develop a home furnishing collection and adorn it with any of the surface ornamentation techniques. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the faculty/faculties. Students must complete the project within the given period, and they should document all work with photographs.

SEMESTER II

BOCG201: WRITING AND PRESENTATION SKILLS IN ENGLISH

Objectives: To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments. To assist the students in developing appropriate and impressive writing styles for various contexts. To help students rectify structural imperfections and to edit what they have written. To equip students for making academic presentations effectively and impressively.

FTMG9202 WORLD COSTUME-1

Objectives: Identify costumes with reference to time period and culture. Create the realization that costumes, and fashion history lies in the excavated past of archaeology and art. Understand the reason of costume evolution from necessity driven basics to flamboyant styles. Explain the details of costume, its styles and characteristics with relevant terms. Examine the range and diversity of costumes, coiffure and ornaments in various ages in a variety of styles based

on classes and communities. Explain how costume develops differently within different cultural environments.

FTMG9203 GARMENT EQUIPMENT AND MACHINERY

OBJECTIVES: In machinery and equipment's students can understand various textile industry machines, their operating mechanism and sequences of garment construction methods.

FTMS204 ELEMENTS OF FASHION DESIGN

Objectives: To familiarize students with the design elements and principles and its application in fashion designing. Development of research techniques for individualistic concepts. Development of surface rendering techniques, build understanding to visualize different features of garment collectively and understand technical details to produce accurate technical.

FTMS9205 BASIC PATTERN MAKING & GARMENT CONSTRUCTION

Objectives: To familiarize students with tools and methodologies of pattern making and sewing. To understand the language of pattern making and develop the ability to create designs through the flat pattern method. To enable the students to draft basic bodice block, skirt block and sleeve block. To introduce students to various Industrial Machineries. To acquire basic skills of operating industrial sewing machines. To understand basic sewing techniques. To teach students various techniques and application of plackets, fasteners, zippers and pockets.

FTMS9206 INTERNSHIP-I -GARMENT MAKING UNIT

Objectives: After the completion of the second semester, the students will have to undergo two weeks 'internship programme. It will be in a Garment Making Unit, under the guidance of a recognized supervisor to understand various steps and techniques involved in creation of a garment making. Students can choose a garment making unit for their internship. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship. Firms having the following

qualities can be chosen: A minimum of two years' experience in apparel designing and production.

SEMESTER III

BOCG301 PRINCIPLES OF MANAGEMENT

Objective: This course is a basic introductory and foundational management course. It is designed for students who desire to equip themselves with key knowledge, skills, and competencies in various aspects of management. The course encompasses the core components of management including planning, organizing, leading and controlling the organizations.

FTMG302 FASHION MERCHANDISING AND MARKETING

Objectives: To develop and understanding of the merchandiser, and merchandising departments in the apparel industry. Understand the potential and limitation of textile industry from a fashion designers' point of view. Developing the expertise for appropriate selection of fabrics, trims, and other materials keeping the design/ style/ market in perspective.

FTMG303 WORLD COSTUME II

Objectives: Identify costumes with reference to time period and culture. Create the realization that costumes, and fashion history lies in the excavated past of archaeology and art. Understand the reason of costume evolution from necessity driven basics to flamboyant styles. Explain the details of costume, its styles and characteristics with relevant terms. Examine the range and diversity of costumes, coiffure and ornaments in various ages in a variety of styles based on classes and communities. Explain how costume develops differently within different cultural environments.

FTMS304 DRAPING

Objectives: To teach the basic principles of draping and to construct garments using draping

FTMS305 -PATTERN MAKING, GRADING AND GARMENT CONSTRUCTION- WOMEN'S WEAR

Objectives: To teach the students basic fundamentals of kid's wear and Women's worn. To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.

FTMS306 -PROJECT II - WOMEN'S WEAR

Objectives: Students have to Design, make a Pattern, and Construct a Women's Wear. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period, and they should keep all the important paper works along with them.

SEMESTER IV

BOCG401 SOFT SKILLS AND PERSONALITY DEVELOPMENT

Objective: The course aims to cause a basic awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round development of personality.

FTMG402 EXPORT PROCEDURES AND DOCUMENTATION

Objectives: To develop an understanding of various organizational structures and function of various departments. To understand the potential and limitations of textile industry from a fashion designers' point of view.

FTMG403 ADVANCED FASHION ILLUSTRATION

Objectives: Introduction to Various medium for stylization of croqui. To make the students capable to create their own style of illustration. To train students in colour rendering in different media keeping fabric qualities.

FTMS404 COMPUTER AIDED DESIGN

Objective: To introduce students to essential software's.

FTMS405 PATTERN MAKING AND GARMENT CONSTRUCTION - KIDS WEAR

Objectives: To teach the students methods of taking body and form measurements for children's wear. To teach the construction methods for kid's wear

FTMS406 INTERNSHIP – II- EXPORT HOUSE

Objectives: After the completion of the fourth semester, the students will have to undergo a minimum of two week' internship programme. It will be in an apparel exporting firm to understand various steps and techniques involved in exporting. College will provide a certificate to prove their identity. A member of the faculty will supervise the student during the internship.

SEMESTER V

BOCG501 ENVIRONMENTAL STUDIES

OBJECTIVES: To build a pro-environmental attitude and a behavioural pattern in society based on sustainable lifestyles. To impart basic knowledge on pollution and environmental degradation.

FTMG502 FASHION FORECASTING

Objectives: To enable student's knowledge about prediction of upcoming trends, colours, texture, etc.

FTMG503 ART APPRECIATION

Objectives: To induce the students and appreciation of art through ages & its impact upon lifestyle & fashion. To create innovative paintings inspired by the characteristics of world art & application of art in fashion.

FTMS504 ACCESSORY DESIGNING

Objective: To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.

FTMS505 PATTERN MAKING AND GARMENT CONSTRUCTION- MEN'S WEAR

Objectives: To teach the students basic fundamentals of men's wear. To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.

FTMS506 PROJECT III- KIDS WEAR

Objectives: After the completion of the Vth semester, the students are required to Design, make a Pattern and Construct a Casual Wear for Kids. Students must do this project individually. Project should be worked out through various production stages under the guidance and approval of the supervising faculty/faculties. Students have to complete the project within the given time period, and they should keep all the important paper works (abstract, review of literature, methodology, design, cost sheet, photographs, market survey, result analysis e.tc) along with them.

SEMESTER VI

BOCG601 ENTREPRENEURSHIP DEVELOPMENT

Objective: To familiarize the students with the concept and overview of entrepreneurship with a view to enhance entrepreneurial talent. To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures. To explore new vistas of entrepreneurship in 21st century environment to generate innovative business ideas

FTMG602 COST ACCOUNTING FOR APPAREL INDUSTRY

Objectives: To understand the cost factors and calculation methods

FTMG603 VISUAL MERCHANDISING

Objectives: To understand the various aspects Visual Merchandising.

FTMS604 THEMATIC LINE DEVELOPMENT

Objectives: Each student will conceptualize and develop a collection of at least five garments

FTMS605 PORTFOLIO PRESENTATION

Objective: To help students to prepare a competitive portfolio which include best of their skills and talents.

FTMS606 INTERNSHIP – III - VISUAL MERCHANDISING

Objectives: To understand the various aspects Visual Merchandising.