



# JSPM UNIVERSITY PUNE

Recognized by the UGC u/s 2 (f) of UGC Act 1956 and enacted by the State Government of Maharashtra - JSPM University Act, 2022 (Mah. IV of 2023)

<b>JSPM University Pune</b>		
<b>F.Y.B.A “Fashion Design”</b>		
<b>Semester II</b>		
<b>Course Type:</b> PCC	<b>Course Title:</b> Fashion Trends and Forecasting	
<b>Course Code:</b> 250UFDB05_02	<b>Teaching Scheme:</b> (Hrs./Week)	<b>Examination Scheme:</b> Theory
<b>Credits:</b> 3.5	<b>Lecture (L):</b> 3 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 0 <b>Experiential Learning (EL):</b> 2	<b>Theory (TH):</b> 100 Marks
<b>Prerequisite Courses, if any:</b> Nil		
<b>Course Objectives:</b> <ul style="list-style-type: none"><li>• To introduce students to various categories of fashion apparel, details, accessories, and jewellery, enhancing their understanding of fashion elements and their classification.</li><li>• To develop students' awareness of fashion forecasting theories, frameworks, and influential sources shaping the industry trends.</li><li>• To equip students with practical skills to analyze, interpret, and create fashion forecasts through report-based and research-driven activities.</li></ul>		
<b>Course Outcomes:</b> On completion of the course, learner will be able to <b>CO1:</b> Identify and differentiate between various categories of fashion apparel such as jackets, dresses, pants, and sleepwear. <b>CO2:</b> Describe and analyse fashion details like necklines, sleeves, collars, cuffs, and pockets in relation to garment aesthetics and functionality. <b>CO3:</b> Classify and explain the use of fashion accessories and jewellery items including bags, shoes, belts, rings, and necklaces. <b>CO4:</b> Recognize the role of each fashion element in constructing style and identity, and their cultural significance. <b>CO5:</b> Apply knowledge of fashion forecasting theories, tools, and methods to interpret upcoming fashion trends. <b>CO6:</b> Create basic fashion forecasting reports using primary and secondary sources, trend research, and forecasting frameworks.		
<b>Course Contents</b>		
<b>Unit I</b>	<b>Elements of Fashion- Apparels</b>	<b>(07 Hrs)</b>
Jackets, Coats, Top, Sweater, Vests, Dress, Skirts, Pants, Denim, Suit, Sleepwear, Lingerie		
<b>Unit II</b>	<b>Elements of Fashion- Details</b>	<b>(08 Hrs)</b>



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Necklines, Collar, Lapel, Sleeves, Cuff, Opening, Pocket and others.		
<b>Unit III</b>	<b>Elements of Fashion- Accessories</b>	<b>(07 Hrs)</b>
Hat and Cap, Mask, Eyewear, Tie, Bag, Wallet, Watch, Gloves, Handfan, Belt, Hosiery, Shoes		
<b>Unit IV</b>	<b>Elements of Fashion- Jewellery</b>	<b>(08Hrs)</b>
Gem, Ring, Piercing, Earing, Bracelet, Necklace and others		
<b>Unit V</b>	<b>Forecasting Frameworks and Influences</b>	<b>(07Hrs)</b>
Introduction, Theories and types, modern forecasting methods, sources		
<b>Unit VI</b>	<b>Forecasting in Action</b>	<b>(08Hrs)</b>
Forecasting process, forecasting reports		

## Learning Resources

### Textbooks:

1. Frings, G. S. (2014). Fashion: From Concept to Consumer (10th ed.). Pearson.  
A comprehensive guide to fashion components, product categories, and the fashion industry.
2. Gini Stephens Frings. (2007). Fashion: The Industry and Its Careers. Fairchild Books.  
Covers fashion terminology, apparel types, accessories, and industry operations.

### Reference Books:

- Evelyn L. Brannon. (2010). Fashion Forecasting (3rd ed.). Fairchild Books.  
A foundational book explaining forecasting techniques, trend research, and industry applications.
- Elaine Stone & Sheryl A. Farnan. (2012). The Dynamics of Fashion (4th ed.). Fairchild Books.  
Detailed insights into fashion evolution, product development, and accessories.
- Tate, S. L. (2007). Inside Fashion Design. Pearson Education.  
In-depth exploration of apparel details and accessories with illustrations.

### MOOC / NPTEL Courses: NA



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<b>F.Y.B.A “Fashion Design”</b>		
<b>Semester II</b>		
<b>Course Type:</b> PCC	<b>Course Title:</b> Fashion Studies	
<b>Course Code:</b> 250UFDB06_02	<b>Teaching Scheme:</b> (Hrs./Week)	<b>Examination Scheme:</b> Theory
<b>Credits:</b> 2	<b>Lecture (L):</b> 2 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 0 <b>Experiential Learning (EL):</b> 0	<b>Theory (TH):</b> 50 Marks
<b>Prerequisite Courses, if any:</b> Nil		
<b>Course Objectives:</b> 1. To introduce students to the fundamental concepts and terminologies of fashion. 2. To provide insight into the classification and categories of fashion and fashion products. 3. To create awareness of the fashion industry, fashion branding, and prominent fashion designers and centers.		
<b>Course Outcomes:</b> On completion of the course, learner will be able to <b>CO1:</b> Define and explain key fashion terminologies. <b>CO2:</b> Understand and describe the concept and evolution of fashion. <b>CO3:</b> Classify different categories of fashion and fashion products. <b>CO4:</b> Identify and evaluate various fashion brands. <b>CO5:</b> Demonstrate knowledge of the structure and dynamics of the fashion industry. <b>CO6:</b> Recognize significant designers and global fashion centres.		
<b>Course Contents</b>		
<b>Unit I</b>	<b>Fashion Terminology</b>	<b>(05 Hrs)</b>
Basic terms used in fashion		
<b>Unit II</b>	<b>Fashion Concept of Fashion</b>	<b>(05 Hrs)</b>
Fashion cycle, Fashion adoption theories, Factors influencing fashion		
<b>Unit III</b>	<b>Categories of Fashion</b>	<b>(05 Hrs)</b>
Apparel categories, Accessories, Haute couture vs. ready-to-wear vs. mass fashion		
<b>Unit IV</b>	<b>Fashion Brand</b>	<b>(05 Hrs)</b>
Brand identity and positioning, National and international fashion brands		
<b>Unit V</b>	<b>Understanding Fashion Industry</b>	<b>(05 Hrs)</b>



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Key segments of the fashion industry, Role of designers, manufacturers, retailers, Fashion marketing and retail formats

**Unit VI**

**Designer and Fashion Centres**

**( 5 Hr)**

Fashion weeks and exhibitions, Fashion centres: Paris, Milan, New York, London, etc.

## Learning Resources

### Textbooks:

1. Gini Stephens Frings – Fashion: From Concept to Consumer, Pearson Education, 8<sup>th</sup> edition 2008
2. Elaine Stone – The Dynamics of Fashion, Fairchild Books, 6<sup>th</sup> edition 2022
3. Kathryn McKelvey & Janine Munslow – Fashion Design, Wiley-Blackwell, 2<sup>nd</sup> edition 2011.

### Reference Books:

- Colin Gale & Jasbir Kaur – The Textile Book, Berg Publishers
- Susan J. Dillon – The Fundamentals of Fashion Management, AVA Publishing
- Jennifer Yurchisin & Kim K.P. Johnson – Fashion and the Consumer, Berg Publishers
- Tate – Inside the Fashion Business, Pearson Education

**MOOC / NPTEL Courses: NA**



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<b>F.Y.BA “Fashion Design”</b>		
<b>Semester II</b>		
<b>Course Type:</b> IOC	<b>Course Title:</b> Introduction to Digital Marketing	
<b>Course Code:</b> 240VBBB06	<b>Teaching Scheme:</b> 2 Hrs/ Per week	<b>Examination Scheme:</b>
<b>Credits:</b> 2	<b>Lecture (L):</b> 2 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 0 <b>Experiential Learning (EL):</b> 0	<b>Theory TH):</b> 100
<b>Prerequisite Courses, if any:</b> NA		
<b>Course Objectives:</b> Equip students with the knowledge and skills needed to design and implement effective digital marketing strategies.		
<b>Course Outcomes:</b> On completion of the course, learner will be able to - <b>CO1:</b> Identify key digital marketing terms and concepts such as SEO, PPC, content marketing, and social media marketing. <b>CO2:</b> Explain the importance of digital marketing in modern business strategies and how it differs from traditional marketing. <b>CO3:</b> Develop basic digital marketing campaigns using tools like Google Ads and social media platforms. <b>CO4:</b> Evaluate the effectiveness of different digital marketing strategies by analyzing metrics and KPIs (Key Performance Indicators). <b>CO5:</b> Critically assess case studies of successful and unsuccessful digital marketing campaigns to understand best practices and pitfalls. <b>CO6:</b> Design a comprehensive digital marketing plan for a hypothetical or real business, incorporating various digital marketing techniques and tools.		
<b>Course Contents</b>		
<b>Unit I</b>	<b>Introduction to Digital Marketing</b>	<b>5</b>
Understand the evolution of digital marketing and its significance in the contemporary business landscape, Differentiate between digital marketing and traditional marketing, recognizing the strengths and weaknesses of each, Identify and analyze key digital marketing channels and platforms.		
<b>Unit II</b>	<b>Digital Marketing Strategy and Planning</b>	<b>5</b>



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Develop skills in strategic planning for digital marketing campaigns, aligning them with overall business objectives, Set measurable objectives and KPIs for digital marketing initiatives, Demonstrate the ability to identify and segment target audiences effectively, Apply SWOT analysis to assess the internal and external factors influencing digital marketing strategy.

<b>Unit III</b>	<b>Search Engine Optimization (SEO)</b>	<b>5</b>
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Gain a comprehensive understanding of SEO fundamentals and their role in enhancing online visibility, Implement on-page and off-page optimization techniques, Conduct effective keyword research and analysis, Utilize SEO tools and analytics to measure and improve campaign performance.

<b>Unit IV</b>	<b>Social Media Marketing (SMM)</b>	<b>5</b>
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Evaluate the role and impact of various social media platforms in a digital marketing strategy, Influencer marketing and its relevance in building brand awareness, social media metrics and use data for continuous improvement.

<b>Unit V</b>	<b>Content Marketing</b>	<b>5</b>
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Importance of content in digital marketing and its role in building brand authority, skills in content creation and selection across different formats (blogging, video, podcasting), Constructing a comprehensive content marketing strategy aligned with business objectives.

<b>Unit VI</b>	<b>Digital Advertising</b>	<b>5</b>
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Understand basics of digital advertising, including (Pay per click) PPC, display advertising, and email marketing, digital advertising techniques to reach specific target audiences.

## Learning Resources

### Text Books: (Maximum 2)

- 07 Kamat and Kamat ,” Digital Marketing ”,Himalaya ,Edition – 2<sup>nd</sup>
- 08 D. Ryan,” Marketing Strategies for Engaging the Digital Generation”,Kogan Page,First Edition
- 09 S.Gupta, “Digital Marketing”, McGraw-Hill ,Edition -3<sup>rd</sup>

### Reference Books:

- (09) Dave Chaffey and Fiona Ellis-Chadwick,"Digital Marketing: Strategy, Implementation and Practice" Pearson ,8<sup>th</sup> Edition
- (10) Ian Dodson,"The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns" Wiley,First Edition

### MOOC / NPTEL Courses:

[https://onlinecourses.swayam2.ac.in/imb24\\_mg43/preview](https://onlinecourses.swayam2.ac.in/imb24_mg43/preview)

### Additional Web Resources:

<https://www.coursera.org/specializations/digital-marketing>



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### F.Y.B.A “Fashion Design”

#### Semester II

<b>Course Type:</b> MDM	<b>Course Title –</b> Current Trends in Marketing Management	
<b>Course Code:</b> 240VMGB01	<b>Teaching Scheme:</b> 3 Hrs./ Per week	<b>Examination Scheme:</b>
<b>Credits:</b> 3	<b>Lecture (L):</b> 3 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 0 <b>Experiential Learning (EL):</b> 0	<b>Theory (TH):</b> 100
<b>Prerequisite Courses, if any:</b> NA		
<b>Course Objectives:</b> To provide students with a solid understanding of current trends in marketing management, equipping them with skills relevant to the modern marketing landscape.		
<b>Course Outcomes:</b> On completion of the course, learner will be able to CO1: Understand and describe recent developments in marketing, such as digital marketing, experiential marketing, and sustainable marketing (Knowledge). CO2: Analyze the impact of technology on consumer behavior and marketing strategy (Comprehension). CO3: Evaluate different marketing trends, including AI in marketing, content marketing, and customer experience management, to determine their effectiveness (Evaluation). CO4: Apply contemporary marketing tools and strategies in various market scenarios (Application). CO5: Create an innovative marketing strategy for a hypothetical product using current marketing trends (Synthesis) CO6: Assess ethical and social implications of new marketing practices, including data privacy and green marketing (Evaluation).		
<b>Course Contents</b>		
<b>Unit I</b>	<b>Digital Transformation in Marketing</b>	<b>7 (Hrs)</b>
Evolution of Digital Marketing, Social Media Marketing, Content Marketing and Storytelling, Search Engine Optimization (SEO) & Search Engine Marketing (SEM), Role of Influencers in Modern Marketing		
<b>Unit II</b>	<b>Customer-Centric Marketing and Personalization</b>	<b>8 (Hrs)</b>
Customer Experience Management, Data-Driven Marketing and Predictive Analytics, Personalization Strategies in Marketing, Omnichannel Marketing and Customer Journey Mapping		



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<b>Unit III</b>	<b>The Rise of Sustainable and Ethical Marketing</b>	<b>8 (Hrs)</b>
Importance of Sustainability in Marketing, Ethical Consumerism and Green Marketing, Corporate Social Responsibility (CSR), Circular Economy and Eco-friendly Branding		
<b>Unit IV</b>	<b>Technological Innovations in Marketing</b>	<b>7 (Hrs)</b>
Artificial Intelligence (AI) in Marketing, Chatbots and Virtual Assistants, Augmented Reality (AR) & Virtual Reality (VR) in Marketing Campaigns, Internet of Things (IoT) and Smart Marketing Devices		
<b>Unit V</b>	<b>Experiential Marketing and Consumer Engagement</b>	<b>8 (Hrs)</b>
Concept and Importance of Experiential Marketing, Engaging Consumers through Events and Brand Experiences, Trends in Customer Engagement and Retention, Emotional Branding and Storytelling		
<b>Unit VI</b>	<b>Advanced Marketing Metrics and Analytics</b>	<b>7 (Hrs)</b>
Key Marketing Metrics for Measuring Success, Introduction to Marketing Automation and CRM Systems, Using Big Data for Market Insights, Customer Lifetime Value (CLV) and Retention Metrics.		
<b>Learning Resources</b>		
<b>Textbooks:</b>		
1. Kotler, P., Keller, K.L., Koshy, A., & Jha, M. (2021). Marketing Management: A South Asian Perspective (16th Edition). Pearson.		
2. Chaffey, D., & Ellis-Chadwick, F. (2020). Digital Marketing: Strategy, Implementation, and Practice (7th Edition). Pearson.		
3. Ryan, D. (2022). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (5th Edition). Kogan Page.		
<b>Reference Books:</b>		
4. Armstrong, G., Kotler, P., Agnihotri, P.Y., & Haque, E.U. (2020). Principles of Marketing: A South Asian Perspective (18th Edition). Pearson.		
5. Singh, N. (2019). Emerging Trends in Marketing Management. Cengage Learning India.		
6. Sinha, P.K. (2019). Marketing Management: A South Asian Perspective. McGraw Hill Education.		
7. Leeflang, P., Verhoef, P., Dahlström, P., & Freundt, T. (2014). Advanced Introduction to Digital Marketing. Springer.		
<b>MOOC / NPTEL Courses:</b>		
Introduction to Marketing Essentials offered by IIT Roorkee Link: <a href="#">Introduction to Marketing Essentials - Course</a>		
Marketing Management II offered by IIT Kanpur Link: <a href="#">Marketing Management - II - Course</a>		



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<b>F.Y.B.A “Fashion Design”</b>		
<b>Semester II</b>		
<b>Course Type:</b> SEC	<b>Course Title:</b> Pattern Making and Garment Construction	
<b>Course Code:</b> 250UFDB07_02	<b>Teaching Scheme:</b> (Hrs./Week)	<b>Examination Scheme:</b>
<b>Credits:</b> 3	<b>Lecture (L):</b> 2 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 2 <b>Experiential Learning (EL):</b> 0	<b>Practical (PR):</b> 100 Marks
<b>Prerequisite Courses, if any:</b> Nil		
<b>Course Objectives:</b> <ul style="list-style-type: none"><li>To introduce students to various categories of Indian traditional and ethnic wear, including kurtas, salwars, ghagras, and sarees.</li><li>To develop technical understanding of pattern making, construction, and variation in Indian garments like blouses, palazzos, and ethnic bottoms.</li><li>To promote appreciation of the cultural and regional significance of Indian attire, enabling students to apply traditional styles in contemporary fashion.</li></ul>		
<b>Course Outcomes:</b> On completion of the course, learner will be able to <b>CO1:</b> Identify and classify types of Indian upper garments such as simple and collared kurtas. <b>CO2:</b> Understand the differences and variations in Indian bottom wear including salwar, Patiala, and palazzo pants. <b>CO3:</b> Explain the construction features and styling of traditional garments like ghagra and Nauwari saree. <b>CO4:</b> Draft and construct various blouse styles such as 4-dart and princess-line blouses with accuracy. <b>CO5:</b> Apply knowledge of garment construction to develop a one-piece Indian wear design. <b>CO6:</b> Appreciate and analyze the regional and traditional value of ethnic Indian clothing in the context of contemporary fashion.		
<b>Course Contents</b>		
<b>Unit I</b>	<b>Indian Kurta</b>	<b>(06 Hrs)</b>
Simple and with collar		
<b>Unit II</b>	<b>Indian bottom wears</b>	<b>(05 Hrs)</b>



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Salwar or Patiala, Palazzo and its types		
<b>Unit III</b>	<b>Indian Ethnic wear</b>	<b>(05 Hrs)</b>
Ghagra		
<b>Unit IV</b>	<b>Blouses</b>	<b>(08 Hrs)</b>
4 Dart, Princess		
<b>Unit V</b>	<b>One- piece Indian wear</b>	<b>(03 Hrs)</b>
One- piece Indian wear		
<b>Unit VI</b>	<b>Traditional Indian Wear</b>	<b>(03 Hrs)</b>
Nauwari Saree		

<b>Practical Topic</b>	<b>Description</b>	<b>Hours</b>
Indian Kurta- Simple and with collar	Pattern Making, Fabric cutting and stitching	6 hrs
Salwar or Patiala, Palazzo	Pattern Making, Fabric cutting and stitching	5 hrs
Ghagra	Pattern Making, Fabric cutting and stitching	5 hrs
Blouses	Pattern Making, Fabric cutting and stitching	8 hrs
One- piece	Pattern Making, Fabric cutting and stitching	3 hrs
Nauwari Saree	Pattern Making, Fabric cutting and stitching	3 hrs

## Learning Resources

### Textbooks:

- (05) Gayatri Verma & Kapil Dev – Cutting and Tailoring Course Book, 2015, 2020
- (06) Zarapkar – System of Cutting, 1994, 2017
- (07) Alison Smith – Sewing Techniques & Patterns, 2009, 2025
- (08) Singer Sewing Reference Library – The Complete Guide to Sewing, 1999

### Reference Books:

3. Claire Shaeffer – Couture Sewing Techniques, 2011
4. Helen Joseph Armstrong – Patternmaking for Fashion Design, 2009



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## **MOOC / NPTEL Courses:**

1. Building A Strong Sewing Foundation, Prof. Margaret Smith

**Link of the Course:** [Sewing 101 | Udemy](#)

**Additional Web Resources:** <https://www.youtube.com/watch?v=VfY0QRmaYiA>

<https://www.youtube.com/watch?v=IGITrkYdjJs>



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<b>F.Y.B.A “Fashion Design”</b>		
<b>Semester II</b>		
<b>Course Type:</b> AEC	<b>Course Title:</b> Communicative Proficiency Skills	
<b>Course Code:</b> 230UENB02_03	<b>Teaching Scheme:</b> (Hrs./Week)	<b>Examination Scheme:</b>
<b>Credits:</b> 2	<b>Lecture (L):</b> 1 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 2 <b>Experiential Learning (EL):</b> 0	<b>Theory (TH):</b> 50 Marks
<b>Prerequisite Courses, if any:</b> Nil		
<b>Course Objectives:</b> <ol style="list-style-type: none"><li>1. Recall theory of communication for effective body language.</li><li>2. Understand the importance of developing Public Speaking Skills and formulate thoughts effectively in the form of an effective Presentation.</li><li>3. Carry reflexive or non-reflexive movements of the part or whole body.</li><li>4. Analyze how sentences are built, learn to expand sentences, and learn to combine short, choppy sentences into longer, grammatically correct sentences.</li><li>5. Evaluate the most appropriate form in which to present information through social media</li><li>6. Create awareness about importance of professional behavior and suggest standards for appearance, actions, and attitudes in business Environment.</li></ol>		
<b>Course Outcomes:</b> On completion of the course, learner will be able to <b>CO1:</b> Recalling theory of communication for effective body language. <b>CO2:</b> Understand the importance of developing Public Speaking Skills and formulate the thoughts effectively in the form of an effective Presentation. <b>CO3:</b> Carrying reflexive or non-reflexive movements of the part or whole body. <b>CO4:</b> Analyzing how sentences are built, learning to expand sentences, and learning to combine short, choppy sentences into longer, grammatically correct sentences. <b>CO5:</b> Evaluate the most appropriate form in which to present information through social media, <b>CO6:</b> Create awareness about importance of professional behavior and suggest standard for appearance, actions, and attitudes in business environment.		
<b>Course Contents</b>		
<b>Unit I</b>	<b>Public Speaking Skills</b>	<b>(3 Hrs)</b>



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Importance of Public Speaking Skills, Presentation Skills: Stage Presence, Body Language, Voice Modulation, Interview Skills: Self-evaluation, Formal Dressing, Clarity of thoughts, Group Discussion: Dos and Don'ts of Group Discussion, Difference between discussion and debate, Attitude

<b>Unit II</b>	<b>Effective Body Language</b>	<b>(2 Hrs)</b>
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Kinesics: Body language, Facial Expressions, Non-verbal behavior, Proxemics: Definition, Public Space, Social Space, Personal Space, Intimate Space, Gesture: Active Gestures, Passive Gestures, Posture: Attentive posture

<b>Unit III</b>	<b>Syntax Skills</b>	<b>(2 Hrs)</b>
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Definition of syntax, Syntax, and grammar; Basic concepts and terminologies, Basic elements of sentences and clauses, Syntactic categorization of sentence elements.

<b>Unit IV</b>	<b>Technical Writing</b>	<b>(3 Hrs)</b>
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Paragraph Writing, Report writing: Formal and Informal Report, Resume writing: Difference in CV and Resume, Advertisement writing.

<b>Unit V</b>	<b>Corporate/ Business Etiquette</b>	<b>(2 Hrs)</b>
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Corporate Grooming and Dressing, Email and Telephone Etiquette, Etiquette in social and office- setting, Professional Behaviour

<b>Unit VI</b>	<b>Basic Social Media Communication Skills</b>	<b>(3 Hrs)</b>
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Professional Blog Writing, Building and optimizing professional profiles on social media, Creating professional and engaging content, Networking through social media

## Learning Resources

### Textbook:

1. Krishna Mohan & Meera Banerji "Developing Communication Skills" Macmillan

### Reference Books:

1. R. C. Sharma & Krishna Mohan "Business Correspondence and Report Writing" (Tata McGraw Hill)  
Raymond Murphy (CUP) "Essential English Grammar" (Elementary & Intermediate)  
Saran Freeman, "Written Communication in English" (Orient Longman)

### MOOC / NPTEL Courses:

NPTEL Course "Speaking Effectively" Prof Anjali Gera Roy, IIT Kharagpur

**Link of the Course** [https://onlinecourses.nptel.ac.in/noc23\\_hs13/preview](https://onlinecourses.nptel.ac.in/noc23_hs13/preview)

**Additional Web Resources:** <https://www.bbc.co.uk/learningenglish/>



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<b>Semester II</b>		
<b>Course Type:</b> AEC	<b>Lab Course Title:</b> Communicative Proficiency Skills	
<b>Course Code:</b> 230UENB02_03	<b>Teaching Scheme:</b>	<b>Examination Scheme:</b>
<b>Credits:</b> 2	<b>Lecture (L):</b> 1 <b>Tutorial (T):</b> 0 <b>Practical(P):</b> 2 <b>Experiential Learning (EL):</b> 0	<b>Theory (TH):</b> 50 Marks
<b>Prerequisite Courses, if any:</b> - Nil		
<b>List of Laboratory Experiments</b>		
<b>Group A</b>		
1.	Presentation Skills	
2.	Interview Skills	
3.	Group Discussion	
4.	Grammar	
5.	Report Writing	
<b>Group B</b>		
6.	Paragraph Writing	
7.	CV/Resume Writing	
8.	Blog Writing	
9.	Advertisement Writing	
10.	Email Writing	



# JSPM UNIVERSITY PUNE

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<b>JSPM University Pune</b>		
<b>F.Y.B.A. "Fashion Design"</b>		
<b>Semester- II</b>		
<b>Course Type:</b> VEC	<b>Course Title:</b> Environment and Sustainability	
<b>Course Code:</b> 230GCEB02_02	<b>Teaching Scheme: (Hrs./Week)</b>	<b>Examination Scheme:</b>
<b>Credits:</b> 2	<b>Lecture (L):</b> 2 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 0 <b>Experiential Learning (EL):</b> 0	<b>Theory (TH):</b> 50 Marks
<b>Prerequisite Courses, if any:</b> NIL		
<b>Course Objectives:</b> <ul style="list-style-type: none"><li>• This undergraduate course explores the fundamental concepts of environmental science, sustainability, and their interconnections.</li><li>• Students will gain an understanding of the complex issues surrounding environmental degradation and sustainable solutions.</li><li>• The course emphasizes critical thinking and problem-solving skills to address real-world environmental challenges.</li></ul>		
<b>Course</b>		<b>Outcomes:</b>
<b>On completion of the course, the learner will be able to –</b>		
CO1: Remember – the components of the environment and historical human-environment interactions.		
CO2: Understand – climate science and comprehend the impacts of climate change.		
CO3: Apply – knowledge to identify pollution types, explore remediation strategies, and understand renewable energy and sustainable resource management.		
CO4: Analyze – ecosystems, recognize the importance of biodiversity, and propose conservation strategies.		
CO5: Evaluate – the concept of sustainability and its practical applications in addressing global environmental challenges.		
CO6: Create – awareness and actions through exploration of environmental policy development and engagement in sustainability initiatives.		
<b>Course Contents</b>		
<b>Unit I</b>	<b>Introduction to Environment and Sustainability</b>	<b>(5 Hours)</b>
Definition of environment and its components, environmental sustainability and its importance, Historical perspectives on human-environment interactions, Key environmental challenges and global environmental issues		



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<b>Unit II</b>	<b>Ecosystem and Biodiversity</b>	<b>(5 Hours)</b>
Ecosystem structure and function, Biodiversity and its importance, Threats to biodiversity and conservation strategies Case studies in ecosystem restoration and preservation, Conservation strategies and sustainable solutions		
<b>Unit III</b>	<b>Environmental Pollution</b>	<b>(5 Hours)</b>
Air and water pollution, Soil contamination and remediation, Fossil fuel consumption and renewable energy sources, Sustainable resource management		
<b>Unit IV</b>	<b>Climate Change and Global Sustainability</b>	<b>(5 Hours)</b>
Climate change and global warming, impacts of climate change on ecosystems and societies, Mitigation and adaptation strategies, international agreements and policies related to climate change		
<b>Unit V</b>	<b>Sustainable Living and Consumer Choices</b>	<b>(5 Hours)</b>
Sustainable lifestyles and consumption patterns, Green technology and sustainable design, Food systems and sustainable agriculture, Sustainable transportation and urban planning		
<b>Unit VI</b>	<b>Environmental Policy and Action</b>	<b>(5 Hours)</b>
Environmental policy development and implementation, Environmental activism and advocacy, corporate sustainability and CSR (Corporate Social Responsibility), The role of individuals and communities in sustainability		

## Learning Resources

### Text Books:

1. Richard T. Wright and Dorothy F. Boorse, "Environmental Science: Toward a Sustainable Future", Benjamin-Cummings Pub Co, 13th Edition.
2. Tom Theis and Jonathan Tomkin, "Sustainability: A Comprehensive Foundation", OpenStax CNX,

### Reference Books:

1. David A. Anderson, "Environmental Economics and Natural Resource Management", Routledge, 5th Edition.
2. R. S. Khoiyangbam and N. Gupta, "Introduction to Environmental Sciences" (2015)

### MOOC / NPTEL Courses:

1. NPTEL Course "ENVIRONMENT & ECOLOGY", Prof. Anuradha Sharma and Prof. V. Upadhyay, IIT Delhi (Link of the Course: <https://gndec.ac.in/~librarian/web%20courses/IIT-Delhi/Environment%20and%20Ecology/>)
2. Swayam course "Environmental Science", Prof. Sudha Goel, Prof. Shamik Chowdhury, IIT Kharagpur (Link of the Course: [https://onlinecourses.nptel.ac.in/noc23\\_hs155/preview](https://onlinecourses.nptel.ac.in/noc23_hs155/preview))



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<b>JSPM University Pune</b>		
<b>F.Y. B.A “Fashion Design”</b>		
<b>Semester II</b>		
<b>Course Type:</b> LC	<b>Lab Course Title:</b> Computer Aided Designing Lab	
<b>Course Code:</b> 250UFDB08_02	<b>Teaching Scheme:</b> (Hrs./Week)	<b>Examination Scheme:</b> Practical
<b>Credits:</b> 1	<b>Lecture (L):</b> 0 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 2 <b>Experiential Learning (EL):</b> 0	<b>Practical (PR):</b> 50 Marks
<b>Prerequisite Courses, if any: - Nil</b>		
<b>List of Laboratory Experiments</b>		
1.	<b>Introduction to Illustrator-</b> Vector and bitmap images, Colour modes, Open Illustrator, create and save a new file, customize work area, Workspace, Tools panel, Tools: Shape tools, Selection tools, Fill and stroke, manipulate objects, Pen tool: anchor points, Draw lines and curves	
2.	<b>First Garment-</b> Create a new file scan and place an image, Trace and expand the image of child croquis, Create a new layer, Drawing a dress: Complete one half of the dress, Create sleeve and reflect the whole dress, Completed dress, create alternate style, Neck binding and raglan design line, Divide the front and back bodices, Back bodice and neck binding, Create buttons and blend tool, Prepare file for export to JPEG format, Croquis: Child	
3.	<b>Technical Drawing-</b> Creating silhouettes, troubleshoot pattern fills, technical drawing: Create a denim jacket using a basic silhouette, Simple lace and rouching combination, Female and male garment symbols	
4.	<b>Basic drawing of Croquis-</b> Adults and kids	
5.	<b>Story boards-</b> Styling, Rib top, Jacket, X-over top, Yarn-dyed stripe top, Skirt, Shorts, Dress	
6.	Female and Male croquis development – Theme boards	
7.	Female and Male croquis development – Garments	
8.	Portfolio compilation and submission	

**MOOC / NPTEL Courses: NA**



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<b>JSPM University Pune</b> <b>F.Y.B.A “Fashion Design”</b> <b>Semester II</b>		
<b>Course Type:</b> LLC	<b>Course Title:</b> Surface Ornamentation	
<b>Course Code:</b> 250UFDB09	<b>Teaching Scheme:</b> (Hrs./Week)	<b>Examination Scheme:</b>
<b>Credits:</b> 1.5	<b>Lecture (L):</b> 0 <b>Tutorial (T):</b> 0 <b>Practical (P):</b> 2 <b>Experiential Learning (EL):</b> 2	<b>Oral (Or):</b> 50 Marks
<b>Prerequisite Courses, if any:</b> Nil		
<b>Course Objectives:</b> <ul style="list-style-type: none"> <li>● To introduce students to the fundamental techniques of surface ornamentation used in textile and fashion design.</li> <li>● To apply different stitches, printing, and traditional textile art methods through hands-on activities.</li> <li>● To analyze the aesthetic and functional use of surface techniques in fashion.</li> <li>● To develop a creative portfolio showcasing surface design explorations.</li> </ul>		
<b>Course Outcomes:</b> On completion of the course, learner will be able to <b>CO1:</b> Recall basic concepts and tools used in surface ornamentation. <b>CO2:</b> Understand, Interpret various stitches, prints, and resist-dye techniques. <b>CO3:</b> Apply and Demonstrate outline and filler stitches with neat finishing. <b>CO4:</b> Analyze differentiate among printing techniques and their suitability for fabrics. <b>CO5:</b> Evaluate and examine traditional techniques like Bandhani for fashion application. <b>CO6:</b> Create Develop a portfolio and mini project using surface ornamentation techniques.		
<b>Course Contents</b>		
<b>Unit I</b>	<b>Introduction to Surface Ornamentation</b>	<b>(03 Hrs)</b>
Definition, importance in fashion. Tools, materials, and safety. Visual references from Indian crafts		
<b>Unit II</b>	<b>Outline Stitches</b>	<b>(06 Hrs)</b>
Running stitch, back stitch, chain stitch, stem stitch. Applications on swatches. Border designs using combinations.		
<b>Unit III</b>	<b>Filler Stitches</b>	<b>(06 Hrs)</b>



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Satin stitch, herringbone, lazy daisy, fishbone stitch. Motif development. Filling negative space in design.

<b>Unit IV</b>	<b>Printing Techniques</b>	<b>(06 Hrs)</b>
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Block printing: carving, inking, and pressing. Stencil printing: design cut-outs and pigment application. Other types: screen (demo), digital (intro).

<b>Unit V</b>	<b>Bandhani</b>	<b>(08 Hrs)</b>
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Introduction to Bandhani (tie and dye). Types of tying: dots, circles, lines. Practice with natural dyes and resist techniques.

<b>Unit VI</b>	<b>Portfolio &amp; Mini Project</b>	<b>(04 Hrs)</b>
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Documentation of swatches with labels. Creative composition using multiple techniques. Final mini-project presentation and viva.

## Experiential Learning Activities

- Swatch file making with technique samples.
- Field visit to local craft cluster or artisan.
- Group discussion on Indian embroidery and ornamentation.
- Peer review session of portfolios.

## Learning Resources

### Textbooks:

- (09) Naik, Shailaja D. – Traditional Embroideries of India, APH Publishing, 1996.
- (10) Wingate, Isabel B. – Fairchild's Dictionary of Textiles, 6th Edition, Fairchild Books, 1979.
- (11) Paine, Sheila – Embroidered Textiles, Thames & Hudson, 2008.
- (12) Ranjan, Aditi and Ranjan, M.P. – Handmade in India: A Geographic Encyclopaedia of Indian Handicrafts, Council of Handicrafts Development Corporations, 2007.
- (13) Shrikant, Usha – Surface Embellishment Techniques, Bharat Lithographers, 2015

### Reference Books:

5. Collier, Billie J. – Understanding Textiles, 7th Edition, Pearson Prentice Hall, 2008.
6. Stone, Elaine – In Fashion: Textiles & Design, 4th Edition, Fairchild Books, 2021.
7. Joseph, Marjory L. – Essentials of Textiles, 2nd Edition, Holt, Rinehart and Winston, 1980.

### MOOC / NPTEL Courses:

Textile Finishing by Dr. C Prakash IIT Delhi.

**Link of the Course** - <https://nptel.ac.in/courses/116102017>

Design Thinking and Innovation IIT Rorkee –

**Link of the Course** - [https://swayam.gov.in/nd1\\_noc24\\_ge21/preview](https://swayam.gov.in/nd1_noc24_ge21/preview)

**Additional Web Resources:** [What is surface embroidery?](#)

[Tutorial : Block Printing Basics - Inking and Printing on Fabric](#)



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