

KURUKSHETRA UNIVERSITY KURUKSHETRA



Modified Scheme of Examinations and Syllabus

For Under-Graduate Programme

Subject: FASHION DESIGNING

Multidisciplinary Scheme – A

5th & 6th Semester

Under Multiple Entry-Exit

Internship and CBCS-LOCF in accordance to NEP-2020

w.e.f. 2025-26

Department of Home Science

KURUKSHETRA UNIVERSITY KURUKSHETRA**Modified Scheme of Examination For Under-Graduate Programme in Subject Fashion Designing as per NEP 2020****Under multiple Entry-Exit, Internship & CBCS-LOCF-CCF in accordance to****w.e.f. 2025-26****SEMESTER-5**

Course	Paper(s)	Nomenclature of Paper	Credits	Hours/ Week	Internal Marks	External Marks	Total Marks	Exam Duration
CC-5 4 Credit	B23-FDS-501	Pattern Making & Garment Construction	3	3	20	50	70	3 hrs.
		Pattern Making & Garment Construction - Practical	1	2	10	20	30	4 hrs.
CC-M5(V) 4 Credit	From Available CC M5(V) pool list of four credit as per NEP							

KURUKSHETRA UNIVERSITY KURUKSHETRA

Modified Scheme of Examination For Under-Graduate Programme in Subject Fashion Designing as per NEP 2020

Under multiple Entry-Exit, Internship & CBCS-LOCF-CCF in accordance to

w.e.f. 2025-26

Fashion Designing

SEMESTER-6

Course	Paper(s)	Nomenclature of Paper	Credits	Hours/ Week	Internal Marks	External Marks	Total Marks	Exam Duration
CC-6 4 Credit	B23-FDS-601	Marketing & Merchandising	3	3	20	50	70	3 hrs.
		Marketing & Merchandising- Practical	1	2	10	20	30	4 hrs.
CC-M7(V) 4 Credit	From Available CC-M7(V) pool list of four credit as per NEP							

Session: 2025-26			
Part A - Introduction			
Subject	Fashion Designing		
Semester	5		
Name of the Course	Pattern Making & Garment Construction		
Course Code	B23-FDS-501		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-5		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	12 th Pass		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Know about pattern making techniques & garment construction terminology. 2. Acquire understanding of different tools & equipment used for pattern making and garment construction. 3. Attain knowledge of process of garment construction. 4. Know about how to select fabrics. 5* Gain skills relating to drafting & stitching of various garments.		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5

Max. Marks: 100 Internal Assessment Marks: 20(T)+10(P)=30 End Term Exam Marks :50(TH) 20(P) =70		Time:3hrs(T) 4hrs(P)
Part B-Contents of the Course		
<u>Instructions for Paper- Setter:</u>The examiner will set nine questions in all, selecting four questions from each unit and one compulsory objective type question. <u>Instructions for the candidate:</u> The candidates will attempt five questions in all, selecting atleast one question from each unit as well as compulsory questions.		
Unit	Topics	Contact Hours
I	- Pattern Making- Definition & Importance. - Garment Construction - Meaning and Importance - Pattern & Garment Construction Terminology- Pattern, Block/ Sloper, Drafting, Draping, Grading, Seam Allowance, Ease, Notches, Grain Line, Bias Seam, Hem, Dart, Pleat, Gathers, Tucks, Stay Stitch, Top Stitch, Lining, Interlining, Facing, Plackets, Princess Seam, Yoke.	12
II	- Tools & Equipment Used for Pattern Making and Garment Construction - Measuring Tools, Marking Tools, Cutting Tools, Sewing Tools, Pressing Tools. - Measurements- Importance of Body Measurements. Correct Procedure of Taking Body Measurements.	12
III	- Process of Garment Construction - Selection of Patterns, Prints and Fabrics for Particular Garments Clothing and Embellished Articles	12
IV	- Selection of Fabrics for Infants and Children - Selection of Fabrics according to Occasion, Use and Need	9
V*	Drafting & Stitching o:f - Circular Skirt -Blouse/ Bodice	30

Semester-6

Session: 2025-26			
Part A - Introduction			
Subject	Fashion Designing		
Semester	6		
Name of the Course	Marketing and Merchandising		
Course Code	B23-FDS-601		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-6		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	12 th Pass		
Course Learning Outcomes(CLO):	After completing this course, the learner will be able to: 1. Gain knowledge about marketing, merchandising, presentation and export marketing. 2. Know about retailing & fashion Forecasting 3. Know the importance of export and procedure. 4. Gain knowledge about international and national market. 5.*Learn about sourcing of fabric fasteners, trims, and layout, design and illustration for dissimilar kinds of store display.		
Credits	Theory	Practical	Total

	3	1	4
Contact Hours	3	2	5
Max. Marks: 100 Internal Assessment Marks: 20(T)+10(P)=30 End Term Exam Marks :50(TH) 20(P) =70		Time:3hrs(T) 4hrs(P)	
Part B-Contents of the Course			
<u>Instructions for Paper- Setter:</u> The examiner will set nine questions in all, selecting four questions from each unit and one compulsory objective type question.			
<u>Instructions for the candidate:</u> The candidates will attempt five questions in all, selecting atleast one question from each unit as well as compulsory questions.			
Unit	Topics		Contact Hours
I	• Marketing Terminology: Marketing, Market Niche, Target Customers, Customer, Vendor, Supplier, Franchise, Market Research, Sales, Mood Board. • Fashion Market, Introduction to Marketing Environment (Macro & Micro). • Sales Promotion Techniques.		12
II	• Retailing: Introduction, Different Retail Operations, Factors Affecting Retailing. • Fashion Forecasting : Process, Sources Of Fashion Forecasting Information.		12
III	• Merchandising-Introduction, Role Of Merchandiser, Types Of Merchandising. • Export Documentation: Export Marketing, Global Scenario. • Export and Import Policies.		12
IV	• Prospects of Indian Apparel in Overseas Market. • Importance of Textile Industry in Indian Economy.		9
V*	• Survey on Famous Brands Available in Market for Men, Women & Children. • Sourcing of Fabrics, Fasteners and Trims.		30

	• Layout, Design and Illustration for Different Kinds of Store Displays. • Window Display for a Specific Store and Boutique. • Thematic Window Display.	
Suggested Evaluation Methods		
Internal Assessment: > Theory • Class Participation: 05 • Seminar/presentation/assignment/quiz/class test etc.: 05 • Mid-Term Exam: 10 > Practicum • Class Participation: - • Seminar/Demonstration/Viva-voce/Lab records etc.: 10 • Mid-Term Exam: -		End Term Examination: 50 20
Part C-Learning Resources Recommended Books/e-resources/LMS: • Eascy M.: FashionMarketing"BlackwellScience,1994. • Kotler Philip: MarketingManagement“prenticeHall,NewDelhi,2000. • J. Jarnow And K.G. Dickerson: “Inside the Fashion Business", Prentice Hall, 1997. • Elaine Stone, Jean : ,"FashionMerchandising",McGrawHill book, 1985. • Colbornbe Robert: VisualMerchandising;TheBusinessofMerchandise Presentaion", Thomson Delinar Learning, USA.		