

**KURUKSHETRA UNIVERSITY
KURUKSHETRA**



**Syllabus
(5th & 6th Semester)
For
Under-Graduate Programme
Bachelor of Vocation in Textile and
Fashion Designing
Interdisciplinary Scheme-D
Under Multiple Entry-Exit,
Internship and CBCS-LOCF in
accordance to NEP-2020
w.e.f. 2025-26
Department of Home Science**

Session: 2025-26			
Part A - Introduction			
Subject	Bachelor of Vocation in Textile and Fashion Designing		
Semester	V		
Name of the Course	Fashion Forecasting		
Course Code	B23-TFD-501		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A5		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	Senior Secondary (10+2)		
Course Learning Outcomes(CLOs):	After completing this course, the learner will be able : 1. To understand fashion forecasting & its principles. 2. To learn research process in forecasting. 3. To acquire knowledge about organization of store. 4. To analyze trade area and site- selection. 5*. To acquire practical knowledge about selling strategies and retail environment after visiting retail stores.		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30End Term Exam Marks:50 (T)+20(P)=70		Time: 3hrs (T) 4hrs (P)	

Part B- Contents of the Course

Instructions for Paper- Setter: The examiner will set nine questions in all, selecting two questions from each unit and one compulsory objective type question.

Instructions for the Candidate: 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	• Meaning of Fashion & Fashion Forecasting, Importance & Limitations of Fashion Forecasting, Elements Of Forecasting, • Principles of Forecasting, Types of Fashion Forecasts, Precision of The Forecast. • The Role of a Forecaster, The Structure of The Fashion Industry, The Fashion Timetable, Information Network, The Selling Strategy.	12
II	• Research Process in Forecasting- Primary sources, secondary sources, tertiary sources, tracking sales, competition, demographics , value & life style, publications of forecasting services, plethora influences, observation posts, new technology, processes of reporting, process of implementation, promotion, and making the fashion happen.	11
III	Forecasting the Fashion with Reference to- - Color - Style -Season -Different Patterns - Different Fabric Swatches - Accessories On Different Themes	11

IV	• The New Technology, New Uses of Products, Value & Life Style, Fashion of Involvement, Forecasting Services • Process of Reporting- Observation, publication, reporting. Process of Implementation, Promotion, and Making the Prediction Reality.	11
V*	• Study a Particular Style /Design (Classic) (National) and its Progression. • Identify Styles That Never Got Accepted & Reasons for Rejection. • Design Forecast Boards for Colour, Print, Texture and Style. Design a Range of Outfit Using Upcoming Forecast.	30

Suggested Evaluation Methods	
Internal Assessment: ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.:05 ● Mid-Term Exam: 10 ➤ Practicum ● Class Participation: 00 ● Seminar/Demonstration/Viva-voce/Lab records etc.:10 ● Mid-Term Exam: NA	End Term Examination: 50 20
Part C-Learning Resources	
Recommended Books/e-resources/LMS: ● Berman B -Retail Management. ● Bolen & William- Stamp Effective Retailing. ● Davidson S- Retail Management. ● Evelyn LB.- Fashion Forecasting. ● Gerald J & Pintel -Retailing Diamond. ● Rabolt NJConcepts and Cases in Retail Merchandise Management. ● Rita P.- Fashion Forecasting.	

*Applicable for courses having practical component.

Session: 2025-26

Part A – Introduction

Subject	Bachelor of Vocation in Textile and Fashion Designing		
Semester	V		
Name of the Course	Applications of Traditional Textiles		
Course Code	B23-TFD-502		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B5		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	Senior Secondary (10+2)		
Course Learning Outcomes(CLOs):	After completing this course, the learner will be able : 1. To provide an understanding of traditional textiles. 2. To provide knowledge about dyed, printed & painted textiles. 3. To know the woven and various embroidered textiles. 4. To acquire knowledge about modification of the properties of material to make it more contemporary in the recent decade		
	5*.To acquire practical understanding about traditional motifs used in traditional textiles and embroideries of different states of India.		
Credits	Theory	Practical	Total

	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30End Term Exam Marks:50(T)+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 two 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	• Meaning & Significance of traditional textiles. • Classification of Traditional Textiles. • Influence on Traditional textiles of India.		12
II	• Dyed and Printed (Processes, Application & Design) – Bandhej and Leheria, Block Printing of Bagaru and Sangner, Dabu Printing, Kalamkari, Ajrakh, Ikat. • Painted (Processes, Application & Design)– Phad Painting, Pichhwai, Madhubani Painting, Mata Ni Pachedi, Warli.		11

● Mid-Term Exam: NA	
Part C-Learning Resources	
Recommended Books/e-resources/LMS: ● Chelna D - Ikat Textiles of India , Chronicle Books, San Francisco, 1988. ● Ela D and Hundekar M- Ajrakh Impressions and Expressions, 2008. ● Kapur C, Ambasanyal & Amar V- Saris of India Wiley Eastern Limited, New Delhi, 1989 ● Rosemary C - Indian Ikat Textiles. Weatherhill Inc, 1998. ● Rosemary C- Indian Embroidery , 1999. ● Yashodhara R & Janssen BV - Silk Brocades.	

*Applicable for courses having practical component.

Session: 2025-26	
Part A - Introduction	
Subject	Bachelor of Vocation in Textile and Fashion Designing
Semester	V
Name of the Course	Sourcing & Export Management
Course Code	B23-TFD-503
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C5
Level of the course (As per Annexure-I)	300-399
Pre-requisite for the course (if any)	Senior Secondary (10+2)
Course Learning Outcomes(CLOs):	After completing this course, the learner will be able to: 1. Understand sourcing & its importance. 2. Know factors affecting sourcing. 3. Gain knowledge in export management & its importance. 4. To enable students to understand documentation formalities relating to export transactions.
	5*. Gain practical knowledge about specifications for garments on hangers, shipping marks & bar code labels.

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(T) +20(P) =70		Time:3 hrs.(T) 4 hrs.(P)	
Part B- Contents of the Course			
<u>Instructions for Paper- Setter:</u> The examiner will set nine questions in all, selecting two 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	• Sourcing- Meaning, Importance & Types. • Functions of Sourcing Department in Garment Industry. • Process of Sourcing. • Types of Suppliers.		12
II	• Factors Affecting Sourcing. • Points to be kept in Mind While Sourcing. • Common Challenges in Sourcing. • Critical Innovative Development in Fabric Sourcing • National and International Markets & Suppliers Related to Fabrics, Trims and Accessories.		11

III	• Definition & Importance of Export Management. • Nature of Export Management, Features of Export Management, Process of Export Management. • Current Trade Policies and Guidelines with Specific Reference to Shipment. • Fundamentals of Trade Logistics as Applied in international Trade.	11
IV	• Negotiation Techniques in International Sales Contract. • Types of Garments and Apparels Which Manufacturers can Export. • Factors that Make India One of the Best Fabric Exporting Hubs Globally. • Future of Apparel Exports from India.	11
V*	• Conduct General Market Research in Various Categories of Garments, Made ups and Home Furnishings. Evaluate Suppliers for the Capability of Supplying Materials with Respect to Price, Quality, Quantity. • Prepare Specifications for Garments on Hangers (GOH). • Prepare Shipping Marks & Bar Code Labels. • Calculate Logistics Cost with Different Types of Shipment Modes.	30
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory • Class Participation: 05 • Seminar/presentation/assignment/quiz/class test etc.:05 • Mid-Term Exam: 10 ➤ Practicum		End Term Examination: 50
• Class Participation: 00 • Seminar/Demonstration/Viva-voce/Lab records etc.:10 • Mid-Term Exam: NA		20

Part C-Learning Resources

Recommended Books/e-resources/LMS:

- **Garg AK** - Export Procedures and Documentation.
- **Bedey L. Bedey** - Purchase & Materials Mgt.
- **Jain KS** - Export Import Procedures & Documentation.
- **Leenders**- Purchasing & Supply Mgt.
- **Meenakshi & Richa**- Logistics Management.
- **Peter B** -Procurement, Principles & management.
- **Khurna PK** - Export Management.
- **Robert BH *et al***- Sourcing & Supply Chain Mgt.
- **Shagufta P**- Logistics Management.

*Applicable for courses having practical component

Session: 2025-26	
Part A - Introduction	
Subject	Bachelor of Vocation in Textile and Fashion Designing
Semester	VI
Name of the Course	Boutique Management
Course Code	B23-TFD-601
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A6
Level of the course (As per Annexure-I)	300-399
Pre-requisite for the course (if any)	Senior Secondary (10+2)

Course Learning Outcome (CLOs):	After completing this course, the learner will be able to : 1. Know definition & importance of boutique management. 2. Analyze common challenges in boutique management. 3. Understand boutique business plan. 4. Know the focus areas of boutique management. 5*. Get practical knowledge about becoming a boutique manager.
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Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30End Term Exam Marks:50(T)+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 two 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	• Definition & Importance of Boutique Management. • Types of Boutiques, Steps in Boutique Management. • Factors o be Considered before Starting Boutique. • Key Aspects of Boutique Management.		12

II	• Common Challenges in Boutique Management. • Essential Skills in Boutique Management. • How to Become a Successful Boutique Manager. • Duties and Responsibilities of the Boutique Manager .	11
III	• Boutique Business Plan- Market Survey, Goals, Budget Planning, Sourcing, Location, Visual Merchandising, Boutique Interiors And Display Locations Manpower, Publicity, • Budget Planning– Place, Infrastructure, Equipments And Machinery, Salary, Advertisement, Daily Operational And Maintenance. • Finance Loan Benefits From Government Policies And Banks.	11
IV	• Focus Areas- Design, Marketing & Merchandising, Manufacturing, Inspection and Follow Up in Boutique Management. • Customer Employees Care and Service Management- Customer Feedback Register, Employees Register and The Appraisal Records. • Boutiques Business Ethics. • Monitoring & Managing Boutique Performance for Profitability and Growth. • SMART (Specific, Measurable, Achievable, Realistic and Time-Bound) Business Objectives, Team Goals and Team Objectives In Line With Business Objectives, Monitoring Progress.	11
V*	Students can work in a team so as to prepare the unique products (at least 2 each) to be displayed in the boutique. They can work as follows: • Identifying new and promising materials, trends as well as sources/suppliers for procurement of such items. • Identify quality standards as applicable to the product, develop techpack for designs. • Develop photo sample of similar or identical designs to persuade customers for order booking. • Book order for the product and record details of order booking in suitable form. • Display the developed products in the boutique so as to attract the customers.	30

Suggested Evaluation Methods		
Internal Assessment: ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.:05 ● Mid-Term Exam: 10 ➤ Practicum ● Class Participation: 00 ● Seminar/Demonstration/Viva-voce/Lab records etc.:10 ● Mid-Term Exam: NA		End Term Examination: 50 20
Part C-Learning Resources		
Recommended Books/e-resources/LMS: ● Briana S- Opening a Boutique Guide : How to Start your own Unique Clothing Boutique. ● Brianna S How to Open a Boutique: The Simple Guide to Boutique Success, Create Independent Publishing Platform, Newyork, 2014. ● Gastelino M- Fashion Kaleidoscope, Rupa & Co. ● Kincade H & Fay YG -Merchandising of Fashion Products, Pearsons Publications, Newyork, 2012. ● Leon CM - Small Businesss Management – An Entrepreneur’s Guide Book, 5th Edition, Mc Graw Hill Educational (India) Pvt. Ltd., New Delhi, 2013. ● Manmeet S- Fashion marketing and merchandising, Kalyani Publishers , 1994. ● Melissa C -Design and Launch an Online Boutique in a Week . ● Sharma RK & Gupta SK -Business Management, Kalyani Publishers, New Delhi, 2009.		

*Applicable for courses having practical component.

Session: 2025-26	
Part A – Introduction	
Subject	Bachelor of Vocation in Textile and Fashion Designing
Semester	VI
Name of the Course	Fashion Merchandising & Retailing
Course Code	B23-TFD-602
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B6
Level of the course (As per Annexure-I)	300-399
Pre-requisite for the course (if any)	Senior Secondary (10+2)
Course Learning Outcomes(CLOs):	After completing this course, the learner will be able : 1. To understand the concept of merchandising. 2. To develop capability to understand market trends. 3. To understand concept of fashion retail. 4. To gain an understanding of organization of retail store.

	5*To give practical understanding of tech pack, specification sheet, bill of material and retail stores.		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks:20(T)+10(P)=30End Term Exam Marks:50(T)+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 twoquestions 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		ContactHours
I	• Meaning & importance of fashion merchandising. • Steps & process of merchandising. • Principles of merchandising. • Types of merchandising. • 5R’s of merchandising.		12

II	• Role & skills required for merchandiser. • Identifying the market trends , forecast, vendor/suppliers for raw materials, fabrics and trims, negotiations with vendors. • Management of merchandising documents • Planning and monitoring of merchandising objectives	11
III	• Definition & importance of fashion retailing. • Principles of retailing. • Types of fashion retail stores. • Role & characteristics of fashion retailer. • Fashion marketing research analysis.	11
IV	• Retail evolution- Formats of store, classification of retail outlets • Environment of retail, organization of store, franchising and product labels, international trends in retailing. • Layout and site selection, location, analysis of trade area and site-selection, • Departmentalization, space allocation. • Promotion calendar, retail pricing strategies. • Signage policies.	11
V*	• Making of tech pack , specification sheet & bill of material • Calculating SAM, calculate cost, TNA development • Visit at least two retail fashion stores and observe the following things and write a report: ✓ The selling strategy. ✓ Environment of retail. ✓ Organization of store. ✓ Interior and design, departmentalization,. ✓ Franchising and product labels. ✓ Retail pricing strategies. ✓ Signage policies.	30

Session: 2025-26**Part A - Introduction**

Subject	Bachelor of Vocation in Textile and Fashion Designing
Semester	VI
Name of the Course	Portfolio Development
Course Code	B23-TFD-603
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C6
Level of the course (As per Annexure-I)	300-399
Pre-requisite for the course (if any)	Senior Secondary (10+2)
Course Learning Outcomes(CLOs):	After completing this course, the learner will be able : 1. To understand concept of portfolio development. 2. To gain an understanding of process of portfolio development.

	3. To help students to get knowledge of methods for portfolio development. 4. To acquire knowledge about presentation of portfolio. 5*. To enable students to develop a comprehensive portfolio, showcasing their professional competencies and skills.		
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(T) +20(P) =70		Time:3 hrs.(T) 4 hrs.(P)	
Part B- Contents of the Course			
Instructions for Paper- Setter: The examiner will set nine questions in all, selecting two questions from each unit and one compulsory objective type question. Instructions for the Candidate: 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	Meaning & importance of portfolio development . Meaning & importance of fashion portfolio development. Types of portfolios.		12

II	• Points for selecting content of portfolio development. • Steps in making portfolio. • Points to be kept in mind while making portfolio. • Process of portfolio development.	11
III	• Important requirements for developing an impressive portfolio. • Methods for portfolio development . • Layout of fashion portfolio.	11
IV	• Elements of completed portfolio. • Compilation of the portfolio. • Ways of Presentation of portfolio. • Methods of Reworking old work.	11
V*	• Conceptualize design collection consisting of at least four ensembles (Any 4 Stitched Garments) which must demonstrate the creativity and understanding of the student towards the target customer. These collections should be displayed effectively in the form of a show or exhibition. • Presentation of final design project in the form of a written report. Illustrate the sourcing, costing and flat sketches of the final garments. Swatches of embellishments and construction details should also be incorporated. • All design projects undertaken by the student must be included in a very brief and comprehensive presentation.	30
Suggested Evaluation Methods		

Internal Assessment: ➤ Theory ● Class Participation: 05 ● Seminar/presentation/assignment/quiz/class test etc.:05 ● Mid-Term Exam: 10 ➤ Practicum	End Term Examination: 50
● Class Participation: 00 ● Seminar/Demonstration/Viva-voce/Lab records etc.:10 ● Mid-Term Exam: NA	20
Part C-Learning Resources	
Recommended Books/e-resources/LMS: ● Bina Abbing-. Fashion Illustration. ● Harold Carr-. Fashion Design & Product Development. ● Linda Tain-. Portfolio Presentation for Fashion Designers, 2nd Edition ● Marian L. Davis. - Visual Design & Dress.	

*Applicable for courses having practical component.

Session: 2025-26	
Part A - Introduction	
Subject	Bachelor of Vocation in Textile and Fashion Designing
Semester	VI
Name of the Course	Journalism & Communication
Course Code	B23-TFD-604
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M6
Level of the course (As per Annexure-I)	300-399
Pre-requisite for the course (if any)	Senior Secondary (10+2)
Course Learning Outcomes(CLOs):	After completing this course, the learner will be able : 1. To understand principles & types of journalism. 2. To gain knowledge about types of media & photo journalism. 3. To get insight into features & patterns of communication. 4. To understand factors affecting process of communication.

	5*. To get practical knowledge about conversation & public speaking.		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Max. Marks:100 Internal Assessment Marks: 20(T) +10(P) =30End Term Exam Marks:50(T) +20(P) =70		Time:3 hrs.(T) 4 hrs.(P)	
Part B- Contents of the Course			
<u>Instructions for Paper- Setter:</u> The examiner will set nine questions in all, selecting twoquestions 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	• Definition & scope • Principles, functions, journalism . • Nature & features of • Types of journalism. • Role & skills of journalist. • Work of journalism.		12

II	• Types of Media: Print, broadcast and new media (Digital and Social Media). • Editing: Principles of editing; headlines , page making . • Photo journalism, Interviewing: Research, planning, framing. • Journalism in today's world & technological evolution in journalism	11
III	• Meaning & importance of communication, • Features of effective communication • Patterns of communication • Barriers of communication, • Essentials of communication.	11
IV	• 7 C's of communication. • Factors affecting process of communication. • Forms of Communication- Intrapersonal communication, interpersonal communication, group communication (public, crowd, small group), mass communication, non-verbal communication, body language.	11

V*	• Rewriting and Summarizing a given piece of news with headlines and suitable introduction; Creating a sample page on computer with hard and soft news. • Writing story, writing article, assignment • Preparing a presentation on types and categories of news. • Writing an application, business letter, memo and personal resume • Conducting Interviews. • Listening exercise – listening to news on Radio & TV • Conversation & Public Speaking	30
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory • Class Participation: 05 • Seminar/presentation/assignment/quiz/class test etc.:05 • Mid-Term Exam: 10 ➤ Practicum		End Term Examination: 50
• Class Participation: 00 • Seminar/Demonstration/Viva-voce/Lab records etc.:10 • Mid-Term Exam: NA		20
Part C-Learning Resources		
Recommended Books/e-resources/LMS: • Aggarwal V - Handbook of Journalism and Mass Communication , 2013. • Detrani JR - Mass Communication, 2021 . , • Nayyer D- Modern Mass Communication: Concepts and Processes Hardcover, 2017 . • Roy B - Beginners' Guide To Journalism & Mass Communication, 2013 .		

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*Applicable for courses having practical component.