

Nagindas Khandwala College (Autonomous)



**MKES's Nagindas Khandwala College (Autonomous),
Gate No 5, Bhavishya Bharat Campus, S. V. Road, Malad (West)
Mumbai-400 064**

Program Code: UHADC

**Bachelor of Arts (Honours) Programme in
Apparel Design & Construction**

Three Year Integrated Programme -

Six Semesters

Course Structure

Under Choice Based Credit, Grading and Semester System

**To be implemented from Academic Year- 2019-2020
Progressively**

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1. Preamble

Apparel Design & Construction is the applied art devoted to the designing of clothing and lifestyle accessories. This art is influenced by cultural and social attitudes and has evolved over time and place. It has come a long way from the designer clothes worn by the royalty of the ancient world to the haute couture products of the present.

Fashion designing is one of the most lucrative, appealing, glamorous and exciting career options in today's world. If you have a penchant for creativity, style and originality, a career in fashion designing is the one tailor made for you. It promises glamour, fame, success and a high pay package to the talented people. However, it is also a demanding career, as fashion designers need to combine their creativity with managerial skills to sustain in this industry. Thus, if you can create magic with colours, shapes and designs, then just obtain a professional course to begin a successful career in the alluring world of fashion designing. Indian fashion is gaining a lot of popularity abroad because of cheap labour and excellent craftsmanship. Many individuals choose careers in fashion designing today as there are many areas of work and countless opportunities within this field.

Bachelor of Arts (Honours) Programme in Apparel Design & Construction will aim to develop, train and produce graduates to become independent entrepreneurs in fashion industry. Khandwala college has been consistently focusing on developing the knowledge, skills and competencies so as to create a conducive ambience for fashion aspirants.

This Bachelor's Degree Program will provide students the right blend of knowledge and skills along with Global exposure.

1.1 About Khandwala College:

Khandwala College is a multi-faculty institution (Estd. 1983), affiliated to University of Mumbai. It offers 13 UG, 5 PG, 4 Add On, 3 Ph. D with 9 Departments and 2 Research Centres imparting education to more than 6500 students. The Vision of the institute includes Education for all, Education for the youth and Education for the future of our country.

The Mission is to serve the society at large and students belonging to linguistic minority in particular with commitment, dedication and devotion. The **Quality Policy** includes commitment towards imparting **Quality Education to youth**, enabling them to **develop right attitude, professional competence** and inculcating right **ethical values**.

The institution has been awarded “A” Grade (Third Cycle) by National Assessment and Accreditation Council, **Best College** by University of Mumbai (2012), **lead college** for a cluster of colleges, Educational Excellence Award by Indus Foundation, USA and **Best Ensemble Faculty (Academic Brilliance Awards – 2013)** by Education Expo TV’s Research Wing for Excellence in Professional Education & Industry and ISO 9001:2015 certified by TUV Nord. We have been awarded **IMC Ramkrishna Bajaj National Quality Commendation Certificate** in 2013-14. Our college has been awarded Autonomous status from 2016. Khandwala College, as an Autonomous College; is offering a new **Bachelor of Arts (Honours) Programme in Apparel Design and Construction as a Three Year Integrated Programme** – with Six Semesters *Course Structure* - Under Choice Based Credit, Grading and Semester System.

1.2 Vision and Mission of Khandwala College

Vision

Education for all

Education for the youth

Education for the future of our country

Mission

The college’s focus is on the future of our students irrespective of their gender and place in society. Every student is like a flame reaching out to the brightness of the sun i.e. the bright future of India

2. Objectives

This program of Bachelor of Arts (Honours) Programme in Apparel Design & Construction is structured to provide graduates with practical skills required in fashion designing field. The main objective of B A (Honours) - Apparel Design & Construction Program are :-

- To provide intensive theoretical & practical knowledge of International fashions
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students to predict consumer reaction and to work within the financial budgets for the manufacturing process of the apparel to make it fashionable and functional.
- To build students' strong foundation in terms of design sense, conceptualization, independent research, creative application and individual artistic expression to start their own entrepreneurial journey.
- To complete their Formal graduation along with global technical knowledge of fashion designing and get recognized in the fashion industry.

3. Eligibility, Selection and Admission Criterion:

Candidates for being eligible for admission to the three-year course leading to the Degree of Bachelor of Arts (Honours) Programme in Apparel Design & Construction, shall be required to have passed the Higher Secondary School Certificate Examination (10+2) or equivalent qualification from a recognized Board/ University or Body recognized as equivalent thereof by the Senate of the University, with minimum 40% aggregate marks or equivalent in any Stream.

3.1 Eligibility Criterion:

- Std. XII passed in any discipline with 40% or more marks on the aggregate and having English as a subject
- Good Communication Skills

3.2 Selection & Admission Criterion for Eligible Candidates:

- The interested students shall register for Aptitude Test and Interview.
- Reservations as per University rules will be applicable.

The admission of students shall be based on

- Academic and non- academic credentials till date
- Performance in Aptitude Test [comprising of questions in Arts/Fashion trends, English, Logical Reasoning, Analytical Ability], and
- Performance in Personal Interview

3.3 Eligibility for the award of the degree:

A candidate shall be eligible for the award of the Degree only if he / she has undergone the prescribed course of study in Khandwala College affiliated to the University for a period of not less than three academic years, passed the examinations of all the Six Semesters earning 132 credits, and have completed 8 credits earned by successfully completing 2 certifications, letter grade of at least D or above (i.e. O/ A+/A/ B+/B/C/D) in core.

3.4 Intake

One Division with minimum 72 Students in the first year

3.5 Fee structure

The tuition fees for Bachelor of Arts (Honours) Programme in Apparel Design & Construction will be Rs. 1,50,000 per annum

4. Ordinances & Regulations for - B. A. (Honours) – Apparel Design & Construction

4.1 General Guidelines:

The Credits are defined in terms of the learner's hours which are divided into two parts such as Actual and Notional. The value of a particular course can be measured in number of Credit Points. The value of One (01) Credit is equal to 15 Hours of learners' load.

The scheme of Examination shall be divided into parts i.e. Continuous Internal Evaluation including Assignment, Projects, Seminars, Case Studies and Class Tests which will be of 25 marks and the Semester End Examinations which will be of 75 marks. The semester wise Credit Points will be varied from course to course but the value of Credits for Under-Graduate Programme shall be of 132 Credits. Students will have to earn 8 extra credits under autonomy. This will be achieved by doing 2 certifications of 4 credits each from a group of 4 certifications.

Scheme of Total Credits

Sr. No.	Year	Credits
1	Year 1	44
2	Year 2	44
3	Year 3	44
	Total Credits from Academics	132
	Additional Credits for 2 Certifications (4*2)	8
	Total Credits for Award of Degree	140

List of Certifications for Additional Credits

Sr. No.	Certification	Credits
1.	Fashion Photography	4
2.	Fashion Entrepreneurship	4
3.	Accessories Making	4
4.	Fabric Painting	4
5.	Other Options with Prior Approval by the Faculty	4

4.2 Credit Based Evaluation System Scheme of Examination

For all 6 semesters, the performance of the learners shall be evaluated into two components. The first component shall carry 25% marks which will be a Continuous Internal Evaluation while the second component shall carry 75% marks at semester end examination.

The allocation of marks for the Continuous Internal Evaluation 25% and Semester End Examination 75% are as shown below:

Structure of Continuous Internal Evaluation – 25% = 25 marks

Sr. No.	Particulars	Marks
1	TWO periodical class test held in the given semester, (Best of the TWO) OR	20 marks
2	Subject specific Term Work Module/assessment modes – as decided by the department in the beginning of the semester (like Extension/field/experimental work, Short Quiz; Objective test, lab practical, open book test etc. and written assignments, Case study, Projects, Posters and exhibits etc. for which the assessment is to be based on class presentations wherever applicable)	20 marks
3	Active participation in routine class instructional deliveries (and in practical work, tutorial, field work etc. as the case may be)	5 marks

Semester End Examination will be organized after all modules of the course are taught in the class. It will be a written examination / or as per the needs of the course a practical examination or a combination of both. This examination will be for 75 marks.

The assessment of Continuous Internal Evaluation and Semester End Examination as mentioned above for the Semesters I to VI shall be processed by the College – ‘Institutions of their Learners’ and issue the grade cards to them after the conversion of marks into grade as the procedure mentioned below.

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Continuous Internal Evaluation & Semester End Examination. The learner shall obtain minimum of 40% marks (i.e. 10 out of 25) in the Continuous Internal Evaluation and 40% marks in Semester End Examination (i.e. 30 Out of

75) separately, to pass the course and minimum of Grade D in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Continuous Internal Evaluation & Semester End Examination together.

Passing Standards

Grade	Marks	Grade Points
O	80 & Above	10
A+	70 to 79.99	9
A	60 to 69.99	8
B+	55 to 59.99	7
B	50 to 54.99	6
C	45 to 49.99	5
D	40 to 44.99	4
F	Less than 40	0

4.3 Carry Forward of The Marks in Case If The Learner Gets ‘F’ Grade In One Or More Subjects:

- A learner who PASSES in the Continuous Internal Evaluation Examination but FAILS in the Semester End Examination of the course shall reappear for the Semester End Examination. Marks for Continuous Internal Evaluation shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- A learner who PASSES in the Semester End Examination but FAILS in the Continuous Internal Evaluation of the course shall reappear for the Continuous Internal Evaluation Examination of that course. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- For Courses without practical: In case of a learner who is reappearing for the Continuous Internal Evaluation Examination, the examination will consist of one project of 25 marks.

4.4 Allowed to Keep Terms (ATKT):

As per University rules and regulations

Additional Examinations:

A. Continuous Internal Evaluation: As per University rules and regulations Class test or assignment for Continuous Internal Evaluation as per University rules and regulations

B. Semester End Examinations

As per University rules and regulations

Eligibility to Appear For Additional Semester End Examination:

As per University rules and regulations

Mode of Conduct of Semester End Additional Examination:

As per University rules and regulations

4.5 Evaluation of Projects (Wherever Applicable)

- A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of D in projects as applicable, has to resubmit a fresh project till he/she secures a minimum of grade D. His/her marks in the theory papers that the learner has passed will be carried forward and he/she shall be entitled for grade obtained by them on passing.
- The evaluation of project and viva-voce examination shall be by awarding grade in the ten point scale.
- A learner shall have to obtain minimum of grade D (or its equivalent marks) in project evaluation and viva/voce taken together to obtain 25% marks in project work.

4.6 Calculations of GPA & SGPA

As per University rules and regulations

5. Teaching Methodology

5.1 Classroom Sessions:

- **Regular Lectures:** Lectures shall be delivered by experienced faculties along with visiting faculties and experts from the Industry.
- **Assignments & Projects:** Shall be assigned at regular intervals of the course. It offers an opportunity for students to meet, interact and collaborate with the experienced people from the industry.
- **Knowledge Workshops and Industry seminars:** Shall be organized at regular intervals to keep the students informed about the latest developments in the Industry, These workshops are uniquely designed with a focus on practical industry – relevant topics.
- **Simulated Events:** Shall be conducted to get the real feel of organizing and managing an activity like fashion shows, fashion events etc. The exercise gives the student's an opportunity to identify the finer nuances of fashion industry thereby helping them to identify key success factors and areas of improvement.

5.2 Guest Lectures and Case Studies:

- **Guest Lectures:** Eminent people from the industry shall be invited as guest speakers to impart lessons and their rich experiences on various fields related to areas of fashion designing, personality development will be of benefit to the students. They also focus on imparting training around management concepts that have today become essential skills to carve a niche in the industry.
- **Case Studies:** Case studies highlighting various practical and situational issues shall be regularly discussed during classroom sessions. The discussion caters towards identifying what went wrong in the case and what could have been done in a better manner, this helps train students to handle such situations in the future. The exercise also improves the analyzing and analytical of our students.

5.3 Innovative & Interactive Learning Technology

- **Educational wikis:** it keeps track of education – oriented wikis, establishes constructive interactions with them, and researches their technology, activity, culture, processes, and impact.
- **Creative Presentation Ideas:** Prezi is a powerful communication and presentation tool that aims to replace powerpoint Presentation. Equipping students with the knowledge of this tool helps in preparing them to adapt easily to every changing dynamics of the fashion world.
- **CREATE through Technology:**

Communication and Collaboration: Google Apps provides students a chance to learn how to use webmail services, calendar (shared calendaring), G-Talk (instant messaging and voice/video chat) and Drive (online document creation & sharing).

Education through Blogs: A powerful and interactive medium for learning. Ideal to educate, discuss and share innovative ideas across a large and diverse set of audiences.

- **Unparalleled Internships & Practical Training**

Students at Khandwala College get opportunities to participate in National & International Events round-the-year. They get Practical Training during internship.

In-House Events: Students are provided with an opportunity to work on conferences, fashion shows and seminars organized in-house right from the start to finish, to provide them with hands-on experience, which helps them to gain excellent event organization skills.

6. Ad-hoc Board of Studies

Following Academicians, Faculty members & Experts have been consulted for the contents and development of the Syllabus for this course:

- Principal Dr. (Mrs.) Ancy Jose- Principal, Khandwala College
- CA Dr. Varsha Ainapure – M Com., FCA, Ph.D., Post-Doc (USA), HOD, Dept. of Accountancy, Khandwala College
- Mrs. Trupti Davda, Director, Kashida Fashion Institute
- Mr. Parth Davda, M Com, PGDM (Marketing), MBA

**Bachelor of Arts (Honours) Programme in
Apparel Design & Construction
Three Year Integrated Programme - Six Semesters
Basic Structure: Distribution of Courses**

1	Ability Enhancement Compulsory Course (AECC)	4 Papers of 3 Credits Hrs. each (Total Credits Hrs. 4*3)	12
2	Skill Enhancement Compulsory Course (SEC)	2 Papers of 4 Credits Hrs. each (Total Credits Hrs. 2*4)	8
3	Core Course	14 Paper of 6 Credits Hrs. each (Total Credits Hrs. 14*6)	84
4	Discipline Specific Elective (DSE)	4 Papers of 4 Credits Hrs. each (Total Credits Hrs. 4*4) 2 Paper of 3 Credits Hrs. each (Total Credits Hrs. 2*3)	22
5	Genetic Elective (GE)	2 Papers of 3 Credits Hrs. each (Total Credits Hrs. 2*3)	6
	Total Credits Hrs		132

**Bachelor of Arts (Honours) Programme in
Apparel Design & Construction
Under Choice Based Credit, Grading and Semester System
Course Structure
First year
(To be implemented from Academic Year- 2019-2020)**

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<i>Ability Enhancement Compulsory Courses (AECC)</i>			<i>Ability Enhancement Compulsory Courses (AECC)</i>	
AECC - 1	Environmental Studies 1911UADHES	3 T	AECC - 2	Business Communication 1921UADHBC	3T
	Discipline Specific Elective (DSE)			<i>Skill Enhancement Compulsory Courses (SEC)</i>	
DSE - 1	Fundamental Textile Science 1912UADHTS	1P+3T	SEC - 1	Grooming and Personality Development 1922UADHBCGP	1P+3T
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC - 1	Fashion Studies and Illustration –Part 1 1913UADHFS	4P+2T	CC - 3	Fashion Studies and Illustration- Part 2 1923UADHFS	4P+2T
CC - 2	Pattern Making and Apparel Construction - Part 1 1914UADHPM	4P+2T	CC - 4	Pattern Making and Apparel Construction - Part 2 1924UADHPM	4P+2T
	<i>Generic Elective (GE 1)</i>			<i>Generic Elective (GE 2)</i>	
GE 1	History of Indian Costumes 1915UADHIC	3T	GE 2	History of World Costume 1925UADHWC	3T
	Total Credits	22		Total Credits	22

P = Practical; T = Theory

Second year

(To be implemented from Academic Year- 2020-2021)

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
	<i>Ability Enhancement Compulsory Courses (AECC)</i>			<i>Ability Enhancement Compulsory Courses (AECC)</i>	
AECC-3	Styling 1931UADHST	1P+ 2T	AECC - 4	Fashion Event Management 1941UADHEM	3T
	<i>Discipline Specific Elective(DSE) Courses</i>			<i>Discipline Specific Elective(DSE) Courses</i>	
DSE-2	Textile Design Technique 1932UADHTD	2P+1T	DSE-3	Indian Embroidery 1942UADHIE	3P
	<i>Skill Enhancement Compulsory Courses (SEC)</i>		DSE-4	Working with Vectors (Photoshop) 1943UADHWV	3P+1T
SEC -2	Appreciation of Textile Crafts 1933UADHTC	3P+1T			
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC - 5	Advanced Apparel Construction- Part 1 1934UADHAC	4P+2T	CC - 7	Draping and Advanced Draping 1944UADHAD	4P+2T
CC - 6	Advanced Fashion Studies and Illustration 1935UADHFS	4P+2T	CC - 8	Fashion Show Project and Portfolio 1945UADHFP	6P
	Total Credits	22		Total Credits	22

P = Practical; T = Theory

Third year

(To be implemented from Academic Year- 2021-2022)

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
	<i>Discipline Specific Elective(DSE) Courses</i>			<i>Discipline Specific Elective(DSE) Courses</i>	
DSE- 5	Accessories Designing 1951UADHAD	1P+3T	DSE- 6	Textile Care and Conservation 1961UADHTC	4T
	<i>Core Courses (CC)</i>			<i>Core Courses (CC)</i>	
CC-9	Working with Bitmaps (CorelDraw) 1952UADHWB	4P+2T	CC - 12	Merchandising 1962UADHMD	2P+4T
CC - 10	Advanced Apparel Construction- Part 2 4P+2T 1953UADHAC	4P+2T	CC- 13	Fashion Workshop and Research 1963UADHWR	2P+4T
CC- 11	Fashion Retail and E Tail 1954UADHRE	2P+4T	CC - 14	Fashion Branding 1964UADHFB	2P+4T
	Total Credits	22		Total Credits	22

P = Practical; T = Theory

Credit Distribution

Year 1	44
Year 2	44
Year 3	44
Total	132
Additional Credits for 2 Certifications	8
Total	140

Code Description

1911UADHES

Code Description

19 Year

11 Semester & Course sl. No.

U Under graduate

A Arts

D Apparel Design

H Honours

ES – Name of the Course