B.Sc in Fashion Design & Management

4 Years Full Time Program

Fashion Design is the art of designing clothes and accessories all the while applying aesthetics, textures and color combinations. When combined with management, Fashion Design & Management becomes a whole industry package i.e. design, development and marketing.

Fashion Design and Management is a cutting-edge, integrated course that focuses on both the design and business aspects of the fashion industry. The Fashion Design and Management course takes the traditional fashion design course to the next level by incorporating the business aspect, i.e. business management. This includes the creation of an idea, the design process, and marketing through the use of various tools and techniques. This course instils in students the entrepreneurial, creative and a learner's mindset required to succeed in the highly competitive fashion industry.

OBJECTIVES

01

To introduce students to the funda-mentals of art of fashion designing as well the art of management.

02

To help students learn the techniques and tools required in fashion designing.

03

To expose the students to fashion industry as well as impart managerial knowledge and skills.

04

To encourage students to be cognizant of conscious fashion, that is, to support the cause of sustainable development and environmental morals, values, and ethics.

COURSE MODULE

First Semester

- Design Foundation 1 and 2
- Computer Fundamental
- Anyone from GE baskets Basket A or D
- English and Professional Communication
- Life Skills & Personality Development
- Yoga/Health &Wellness/ Sports

Second Semester

- Design Foundation 3 and 4
- Management Information System
- Any one from GE baskets Basket B or E
- Modern Indian Languages and Literature
- IT Skills
- Critical Thinking / NSS/Mental Health/Environmental Studies

Third Semester

- Fashion Design process
- Garment production techniques
- Word and PowerPoint & Spreadsheet Application with Excel / R programming & Data Analytics
- Any one from GE baskets Basket C or F
- AECC 201- The Constitution, Human Rights and Law
- Understanding Basics of Cyber Security

Fourth Semester

- Fashion Merchandising
- Study Of Textiles
- Women's Wear Designing Project
- Basics of Operating System / Database Management System with SQL /PHP Programming & Web Development
- Graphic Design with Photoshop and Illustrator/ Unix And Shell
- Programming/ Advanced Excel & Data Analytics Society Culture and Human Behavior

Fifth Semester

- History Of Costume
- Men's wear designing project
- Cloud Computing/ Introduction to Computer Network
- E-commerce and Application
- Internship

Sixth Semester

- Kid's Wear Designing Project
- Fashion Styling & Photography
- Fashion Marketing
- Web Development with HTML and CSS/ Data Mining & Data Warehousing
- Internet and Network / ERP

Seventh Semester

- Fashion Retail & Visual Merchandising
- Costume Designing Project
- Integrated Portfolio Development Project
- Software Project Management / Introduction to Cyber Security and Cyber Laws/ Machine Learning with Python
- Digital Marketing / Data Analysis and Interpretation/ Data Analysis & Reporting using SAS
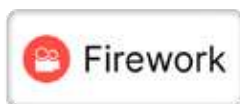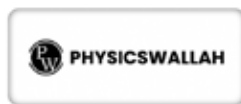
Eighth Semester

- Sustainability In Fashion
- Research Methodology
- Industry Guided Project/Internship
- Capstone/ Research project

The Syllabus/Course Module are as per Maulana Abul Kalam Azad University of Technology, West Bengal

ELIGIBILITY

10+2 passed from any board. Students from any stream can apply. Candidates appearing in the Class XII board finals can also apply in advance.

SOME OF OUR RECRUITMENT PARTNERS

IndiGo

NDTV

The Indian EXPRESS
JOURNALISM OF COURAGE

The Statesman

Vedantu

PHYSICSWALLAH

ADFACTORS PR
Knowledge-driven communications

Perfect Relations
The Science of Image Management
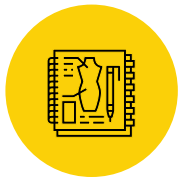
Firework

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CAREER OPPORTUNITIES

INDEPENDENT FASHION DESIGNER

FASHION STYLIST

EXECUTIVE FASHION DESIGNER

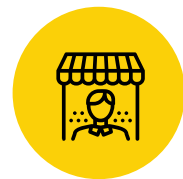**FASHION JOURNALIST**

ACCESSORY DESIGNER

DESIGN SKETCH EXPERT

TEXTILE DESIGNER

FASHION CONSULTANT

RETAIL MANAGER

FASHION INFLUENCER

FASHION DIRECTOR/COORDINATOR

FASHION AGENT

DEAN

Mohammed Firoz

FACULTIES

Deepika Bansal

Prerna Singh

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