

**UNIVERSITY OF MYSORE**  
Estd.1916

Vishwavidyalaya Karyasoudha  
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A')

(NIRF-2023 Ranked 44 in University Category & 71 in Overall Category)

No.: PMEB-1/09(1)/Spl./2023-24

Date: 04-11-2024

**NOTIFICATION**

Sub.: Syllabus and Examination pattern of **B.Des.(Fashion Design & Management)** and **B.Des.(Interior Design & Management)** courses under Specialized Programmes from the academic year 2024-25-reg.

Ref.: 1. Decision of the BOS Meeting held on 18-10-2024.  
2. Decision of the Academic Council meeting held on 22-10-2024.

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The Board of Studies in **B.Des. (Fashion Design & Management)** and **B.Des.(Interior Design & Management) (CB)** at its meeting held on 18-10-2024 has recommended approve the 1<sup>st</sup> year Syllabus of **B.Des.(Fashion Design & Management)** and **B.Des.(Interior Design & Management)** courses in University of Mysore under specialized/specified programs from the academic year 2024-25.

The Academic Council has also approved the above said proposals at its meeting held on 22-10-2024 and the same is hereby notified.

The 1<sup>st</sup> year syllabus of **B.Des.(Fashion Design & Management)** and **B.Des.(Interior Design & Management)** courses may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

To,

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, Dept. of Commerce, Hemangothri, Hassan.
3. Prof. R. Mahesh, DoS in Business Administration (BIMS), Manasagangothri, Mysuru.
4. The Principal, Vogue Institute of Design C/o A.D. Biligowda First Grade College, Koppa-571 425, Maddur Taluk, Mandya Dist.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

  
**REGISTRAR**  
**REGISTRAR**  
University of Mysore  
MYSURU - 570 005  


Proceedings of the Meetings of the Board of Studies in M.Des. (FDM), M.Des. (IDM), B.Des. (FDM) & B.Des.(IDM) (CB) Vogue Institute of Design, Koppa, Maddur Tq. held on 18-10-2024 at 11:00 a.m.

Ref.: UA-5/BoS/13/Spl./2023-24, Dated: 16-10-2024.

**Members Present:**

- |                               |                     |  |
|-------------------------------|---------------------|--|
| 1. Prof. R Mahesh             | - Chairperson, BOS. |  |
| 2. Prof. RSS Rao              | - Member            |  |
| 3. Mr.Ramesh P.K.             | - Member            |  |
| 4. Ar. Jayalakshmi S. Baraker | - Member            |  |
| 5. Dr.Jyoti Kordhnyanth       | - Member            |  |
| 6. Dr. Kiran Rajashekar       | - Member            |  |

The meeting was initiated with a welcome speech by Chairman of the board. The importance of the meeting was presented along with the agenda of framing the syllabus and regulation for B.Des. (Fashion Design Management) & B.Des. (Interior Design Management) programme.

After detailed discussion among the members, the following were resolved to be recommended.

The proposed B.Des. (Fashion Design Management) & B.Des. (Interior Design Management) program offered under the SEP regulations being followed by the university from time to time.

The Eligibility criteria, Syllabus and methodology of assessment and evaluation for B.Des. (Fashion Design Management) & B.Des. (Interior Design Management) program- Prepared & approved.

Finally, the chairman of BoS thanked all the members for their valuable time, support and valuable suggestions.

  
(Prof. Mahesh R.)  
Chairperson, BOS

Dr. R. MAHESH M.B.A., Ph.D.,  
Professor  
BOS in Business Administration (BIMS)  
University of Mysore  
Mysore - 570 006



SEP SYLLABUS - SEMESTER I						
B.Des. (FASHION DESIGN MANAGEMENT) – FDM FOR 2024—2025						
CODE	Subjects	Paper Theory/ Practical	Marks			CREDITS
			IA	Exam	Total	
L1	LanguageI	Theory	20	80	100	3
L2	LanguageII	Theory	20	80	100	3
FADT.1.1	Basics of designing	Theory	20	80	100	3
FADP.1.1	Basics of designing	Practical	10	40	50	2
FADT.1.2	Professional Practices and Ethics	Theory	20	80	100	3
FADP.1.3	Surface Design	Practical	10	40	50	2
FADT.1.4	Historical Design and Art Movements I	Theory	20	80	100	3
FADP.1.4	Historical Design and Art Movements I	Practical	10	40	50	2
	Compulsory 1 (ConstitutionalValues)	Theory	10	40	50	2
		<b>Total</b>	<b>700</b>			<b>23</b>

SEP SYLLABUS - SEMESTER II						
B.Des (FASHION DESIGN MANAGEMENT) – FDM FOR 2024—2025						
CODE	Subjects	Paper Theory/ Practical	Marks			CREDITS
			IA	Exam	Total	
L1	LanguageI	Theory	20	80	100	3
L2	LanguageII	Theory	20	80	100	3
FAD2.1T	Design Thinking	Theory	20	80	100	3
FAD2.1P	Design Thinking	Practical	10	40	50	2
FAD2.2T	Historical Design and Art Movements II	Theory	20	80	100	3
FAD2.2P	Historical Design and Art Movements II	Practical	10	40	50	2
FAD2.3T	Entrepreneurship skills	Theory	20	80	100	3
FAD2.4P	Office Suite Essentials	Practical	10	40	50	2
	Compulsory 2 (EVS)	Theory	10	40	50	2
		<b>Total</b>	<b>700</b>			<b>23</b>



**I Semester**  
**B.Des.(FASHIONDESIGN MANAGEMENT) - FDM**  
**FAD1.1T-Basics of Designing (Theory)**

<b>FAD1.1 T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:80</b>
<b>NumberofTheoryCredits:3</b>	<b>InternalAssessment:20</b>

<b>Courseoutcomes:Onsuccessful completion ofthecourse,the studentswillbeableto</b>
1.Demonstrate a solid understanding of the fundamental elements and principles of design
2.Develop a strong foundation in typography
3.Master color theory and its application in design
4.Develop problem-solving and critical thinking skills
5.Create visually appealing and functional designs

<b>Unit-1</b>	<b>12Hrs.</b>
<b>Unit 1: Elements of Design</b>	
<ul style="list-style-type: none"> <li>• <b>Introduction to design:</b> Definition, purpose, and importance of design</li> <li>• <b>Design principles:</b> Harmony, balance, rhythm, emphasis, contrast, unity, and proportion</li> <li>• <b>Design elements:</b> Line, shape, form, space, texture, color, and value</li> </ul>	
<b>Unit-2</b>	<b>12Hrs.</b>
<b>Design Process and Tools</b>	
<ul style="list-style-type: none"> <li>• <b>Design process:</b> Research, ideation, development, prototyping, and evaluation</li> <li>• <b>Design tools:</b> Sketching, drawing, digital tools (e.g., Adobe Photoshop, Illustrator), and physical materials</li> <li>• <b>Design software:</b> Basic introduction to design software (e.g., Adobe Photoshop, Illustrator)</li> </ul>	
<b>Unit-3</b>	<b>12Hrs.</b>
<b>Typography and Layout</b>	
<ul style="list-style-type: none"> <li>• <b>Typography:</b> Understanding different fonts, typefaces, and their characteristics</li> <li>• <b>Layout:</b> Principles of layout design, including balance, hierarchy, and white space</li> <li>• <b>Grid systems:</b> Using grids to create organized and visually appealing layouts</li> </ul>	
<b>Unit-4</b>	<b>12Hrs.</b>
<b>Color.Theory and Application</b>	
<ul style="list-style-type: none"> <li>• <b>Color theory:</b> Understanding color psychology, color harmony, and color palettes</li> <li>• <b>Color application:</b> Using color effectively in design projects</li> <li>• <b>Color in different media:</b> Applying color to different design mediums (e.g., print, digital)</li> </ul>	
<b>References</b>	
<ul style="list-style-type: none"> <li>• "Design Basics" by Robin Landa</li> <li>• "The Art of Color" by Johannes Itten</li> <li>• "The Elements of Graphic Design" by Colin Forbes</li> </ul>	



**I Semester**  
**B.Des. (FASHIONDESIGN MANAGEMENT) - FDM**  
**FAD1.1P-Basics of designing (Practical)**

<b>FAD1.1P</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:40</b>
<b>NumberofPractical Credits:2</b>	<b>InternalAssessment:10</b>

<b>Courseoutcomes:Onsuccessful completion ofthecourse,the studentswillbeableto</b>
1. Creating visual elements using elements and principles of design.
2. Analyzing various grid presentation to develop new designs.
3. Experimenting various color combinations with the color theories

<b>Unit-1</b>	<b>12Hrs.</b>
<b>Elements and Principles of design:</b>	
<ol style="list-style-type: none"> <li>1. Create a mood board using images that demonstrate different design principles and elements.</li> <li>2. Illustrate new designs that represents each principles and elements of designs</li> </ol>	
<b>Unit-2</b>	<b>12Hrs.</b>
<b>Exploration of color mediums:</b>	
Pencils, Charcoal, Color pencils, Watercolors, Acrylics, Poster colours, Inks and pastels.	
<b>Unit-3</b>	<b>12Hrs.</b>
<b>Typography and Layouts:</b>	
<ol style="list-style-type: none"> <li>1. Experiment different fonts and typefaces and create visually interesting designs.</li> <li>2. Create poster layouts using grids and different design elements.</li> </ol>	
<b>Unit-4</b>	<b>12Hrs.</b>
<b>Color Wheel:</b>	
<ol style="list-style-type: none"> <li>1. Create Color Wheel</li> <li>2. Create color palettes using different color theories- Complementary, Analogous, Monochromatic, Triad, Tetrad, Warm colors, cool colors, Split complementary and Gradated.</li> <li>3. Experiment with different color combinations to create visually appealing designs.</li> </ol>	



**I Semester**  
**B.Des.(FASHIONDESIGN MANAGEMENT) - FDM**  
**FAD1.2T-Professional Practices and Ethics (Theory)**

<b>FAD1.2T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:80</b>
<b>NumberofTheoryCredits:3</b>	<b>InternalAssessment:20</b>

**Courseoutcomes:Onsuccessful completion ofthecourse,the studentswillbeableto**

1. Demonstrate understanding of professional ethics and codes of conduct.
2. Apply ethical principles to decision-making in professional contexts.
3. Recognize and address ethical challenges in the workplace.
4. Communicate effectively on ethical issues with colleagues and clients.
5. Adhere to ethical standards and maintain professional integrity.

<b>Unit-1</b>	<b>12Hrs.</b>
<b>Introduction to Professional Practices and Ethics</b> <ul style="list-style-type: none"> <li>• Definition of professional practices and ethics</li> <li>• Importance of professionalism in the design industry</li> <li>• Ethical considerations in the industry</li> <li>• Ethical codes and standards</li> <li>• Case studies of ethical dilemmas in the industry</li> </ul>	
<b>Unit2</b>	<b>12Hrs.</b>
<b>Legal and Regulatory Framework</b> <ul style="list-style-type: none"> <li>• Intellectual property rights (IPR) in designs</li> <li>• Copyright, trademark, and patent laws</li> <li>• Label laws and regulations</li> <li>• Fair trade practices and certifications</li> <li>• Consumer protection laws</li> </ul>	
<b>Unit3</b>	<b>12Hrs.</b>
<b>Sustainable Practices in Textiles and Fashion</b> <ul style="list-style-type: none"> <li>• Definition of sustainability</li> <li>• Sustainable materials and production processes</li> <li>• Environmental impact of the design industry</li> <li>• Ethical sourcing and fair labor practices</li> <li>• Sustainable design trends and initiatives</li> </ul>	



Unit-4	12Hrs.
<b>Professional Development and Networking</b> <ul style="list-style-type: none"> <li>• Importance of continuous learning and development</li> <li>• Networking opportunities in the industry</li> <li>• Building professional relationships</li> <li>• Career planning and goal setting</li> <li>• Professional etiquette and communication skills</li> </ul>	

References
<ul style="list-style-type: none"> <li>• Billington, D. P. (2013). <i>Ethical dilemmas in design</i>. Routledge.</li> <li>• Mace, R. L. (2004). <i>Universal design: The definitive guide to creating inclusive environments</i>. Wiley.</li> <li>• Margolin, V. (2014). <i>Professional responsibility in design</i>. Routledge.</li> <li>• Norman, D. (2013). <i>The design of everyday things</i>. Basic Books.</li> <li>• Weinberger, D. M. (2017). <i>Design ethics: A primer</i>. MIT Press.</li> </ul>



**I Semester**  
**B.Des. (FASHION DESIGN MANAGEMENT) - FDM**  
**FD1.3P–Surface Design (Practical)**

<b>FAD1.3P</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 40</b>
<b>Number of Practical Credits: 2</b>	<b>Internal Assessment: 10</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Understand the materials and tools used in surface design
2. Demonstrate mastery of various surface embellishment techniques.
3. Apply surface designs effectively on any product.

<b>Unit-1</b>	<b>10 hrs.</b>
<b>Basic Embroidery Stitches:</b> <ul style="list-style-type: none"> <li>• <b>Straight line stitches:</b> Running Stitch, Backstitch, Stem Stitch</li> <li>• <b>Flat stitches:</b> Satin Stitch, Cross Stitch,</li> <li>• <b>Chain Stitch:</b> Ordinary chain, twisted chain, open chain, Blanket Stitch, Feather and Buttonhole Stitch.</li> <li>• <b>Knots:</b> French knot, Bullion Knot</li> </ul>	
<b>Unit-2</b>	<b>10 hrs.</b>
<b>Present trend embellishment:</b> Aari and Zardosi.	
<b>Unit-3</b>	<b>10 hrs.</b>
Appliqué techniques, Patchwork, Quilting and Smocking	
<b>Unit-4</b>	<b>10 hrs.</b>
<b>Printing and painting techniques</b> – block, screen and stencil ; Fabric painting	
<b>Unit – 5</b>	<b>8 hrs.</b>
Design and development of product using embellishment technique.	



**I Semester**  
**B.Des.(FASHIONDESIGN MANAGEMENT) - FDM**  
**FAD1.3T–Historical Design and Art Movements-I (Theory)**

<b>FAD1.3T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:80</b>
<b>NumberofTheoryCredits:3</b>	<b>InternalAssessment:20</b>

<b>Courseoutcomes:Onsuccessfulcompletion ofthecourse,thestudentswillbeableto</b>
1. Demonstrate a comprehensive understanding of the major historical design and art movements.
2. Analyze the social, cultural, and technological factors that influenced these movements.
3. Evaluate the impact of these movements on contemporary design and art practices.
4. Identify key figures, works, and styles associated with each movement.
5. Critically analyze the aesthetic and conceptual underpinnings of these movements.

<b>Unit–1</b>	<b>10hrs.</b>
<b>Ancient and Medieval Design:</b> <ul style="list-style-type: none"> <li>• <b>Ancient Civilizations:</b> Egyptian, Mesopotamian, Greek, Roman design.</li> <li>• <b>Medieval Period:</b> Byzantine, Gothic, Renaissance design.</li> </ul>	
<b>Unit–2</b>	<b>10hrs.</b>
<b>Indus Valley Civilization and Vedic Period</b> <ul style="list-style-type: none"> <li>• <b>Indus Valley Civilization:</b> <ul style="list-style-type: none"> <li>◦ Urban planning and architecture (Mohenjo-daro, Harappa)</li> <li>◦ Seals and their symbolism</li> <li>◦ Pottery and terracotta figurines</li> </ul> </li> <li>• <b>Vedic Period:</b> <ul style="list-style-type: none"> <li>◦ Vedic literature and its influence on art</li> <li>◦ Early temple architecture (Vimana, Garbhagriha)</li> <li>◦ Bronze sculptures and metalwork</li> </ul> </li> </ul>	
<b>Unit–3</b>	<b>10hrs.</b>
<b>Classical India: Mauryan and Gupta Periods</b> <ul style="list-style-type: none"> <li>• <b>Mauryan Period:</b> <ul style="list-style-type: none"> <li>◦ Ashoka's pillar edicts and their artistic significance</li> <li>◦ Rock-cut architecture (Ajanta, Ellora)</li> <li>◦ Buddhist and Jain art (Stupas, Buddha statues)</li> </ul> </li> <li>• <b>Gupta Period:</b> <ul style="list-style-type: none"> <li>◦ Golden Age of Indian art</li> <li>◦ Temple architecture (Khajuraho, Konark)</li> <li>◦ Sculpture (Amaravati, Mathura)</li> </ul> </li> </ul>	



○ Painting (Ajanta caves)	
Unit– 4	10hrs.
<b>Medieval India: Rajput, Mughal, and Vijayanagara Periods</b>	
<ul style="list-style-type: none"> <li>• <b>Rajput Period:</b> <ul style="list-style-type: none"> <li>○ Rajput miniature painting</li> <li>○ Rajput architecture (forts, palaces)</li> </ul> </li> <li>• <b>Mughal Period:</b> <ul style="list-style-type: none"> <li>○ Mughal architecture (Taj Mahal, Red Fort)</li> <li>○ Mughal miniature painting</li> <li>○ Calligraphy and decorative arts</li> </ul> </li> <li>• <b>Vijayanagara Period:</b> <ul style="list-style-type: none"> <li>○ Vijayanagara temple architecture (Hampi)</li> <li>○ Bronze sculptures and metalwork</li> </ul> </li> </ul>	
Unit– 5	8 hrs.
<b>Mythical Creatures in Indian Stories:</b>	
<ul style="list-style-type: none"> <li>• <b>Nagas and Yakshis:</b> Serpent deities and nature spirits</li> <li>• <b>Garudas :</b> Divine bird</li> <li>• <b>Hanuman:</b> Monkey god</li> <li>• <b>Yazhi:</b> A Mythical Guardian of South Indian Temples</li> </ul>	

References
<ul style="list-style-type: none"> <li>• Curl, J. S. (2003). The Oxford Dictionary of Architecture. Oxford University Press.</li> <li>• Dunne, A. (2004). Hertzian Fields: A Guide to Electromagnetic Radiation. Routledge.</li> <li>• Fleming, J., Honour, H., &amp; Pevsner, N. (2014). The Penguin Dictionary of Design and Decoration. Penguin Books.</li> <li>• Frampton, K. (2002). <del>Modern Architecture: A Critical History</del>. Thames &amp; Hudson.</li> </ul>



**I Semester**  
**B.Des.(FASHIONDESIGN MANAGEMENT) - FDM**  
**FAD1.3P–Historical Design and Art Movements-I (Practical)**


<b>FAD1.3T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:40</b>
<b>NumberofTheoryCredits:2</b>	<b>InternalAssessment:10</b>

<b>Courseoutcomes:Onsuccessfulcompletion ofthecourse,thestudentswillbeableto</b>
1. Understand the elements of Historical designs.
2. Evaluating the meaning of each design elements.
3. Replicating the historical designs.

<b>Unit–1</b>	<b>10hrs.</b>
1. Illustrate designs of AncientEgypt. 2. Illustrate designs of Ancient Mesopotamia. 3. Illustrate designs of AncientGreek. 4. Illustrate designs of Ancient Rome. 5. Illustrate designs of Medieval Period: Byzantine 6. Illustrate designs of Medieval Period: Gothic 7. Illustrate designs of Medieval Period: Renaissance design	
<b>Unit–2</b>	<b>10hrs.</b>
1. Illustrate Urban planning, architecture and symbols of Mohenjo-daro and Harappa 2. Illustrate ancient vimana, bronze sculptures and metal works.	
<b>Unit–3</b>	<b>10hrs.</b>
1. Illustrate Ashoka’s pillar. 2. Illustrate art works representing Buddhism. 3. Illustrate art works representing Jainism. 4. Illustrate Temple architecture of Konark 5. Illustrate Paintings of Ajanta caves.	
<b>Unit– 4</b>	<b>10hrs.</b>
1. Illustrate Rajput miniature painting 2. Illustrate Red Fort / Taj mahal 3. Illustrate Vijayanagara temple architecture of Hampi.	
<b>Unit– 5</b>	<b>8 hrs.</b>
1. Illustrate Nagas 2. Illustrate Garuda 3. Illustrate Yazhi 4. Illustrate Rakshasa 5. Illustrate Vanara	



**I Semester**  
**B.Des. (FASHIONDESIGN MANAGEMENT) - FDM**  
**Constitutional Values (Theory)**

	<b>Exam Hours: 2 Hrs.</b>
<b>Total Hrs.: 30</b>	<b>Exam Marks: 40</b>
<b>Number of Theory Credits: 2</b>	<b>Internal Assessment: 10</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Deep understanding of the Constitution.
2. Understanding of constitutional debates.
3. Awareness of constitutional remedies.

<b>Unit-1</b>	<b>10 hrs.</b>
<b>Background to the study of Indian Constitution**</b>	
Chapter-1: Philosophical and political Foundations of India: Dharma and Danda, Buddhist, Liberal (Raja Rammohan Roy) and Subaltern (Ranajit Guha)* Colonial Impact on Indian Society.**	
Chapter-2: Political Values and Ideals during freedom struggle: Non-Violence, Tolerance, (Gandhi) Co-Existence, Swarajya (Tilak), Voluntarism (Vinoba Bhave)	
Chapter-3: Political Contribution of Regional freedom struggle: Kittur Rani Chennamma, Hardekar Manjappa, Kamala Devi Chattopadhyaya.	
<b>Unit-2</b>	<b>10 hrs.</b>
<b>Constitutional Development and its Philosophy</b>	
Chapter-4: Historical background of Constitutional development in India- Developments between 1857 to 1952 (only Acts during this period must be taught), Composition and debates of Constituent Assembly (in brief), working of committees.	
Chapter-5: Philosophy and features of Indian Constitution- Preamble*, Salient features**, Constitutionalism, Dr B.R. Ambedkar and Nehru's contribution in the making of the Constitution.	
Chapter-6: Working of the Constitution- Fundamental Rights, Union-State and Inter-State Relations (Art. 263, Inter-State disputes and trade and commerce), important Amendments to the Constitution*, Parliamentary Committees (Standing, Ad-hoc and Departmental)	
<b>Unit-3</b>	<b>10 hrs.</b>
<b>Constitutional Institutions and Citizen's role</b>	
Chapter-7: Parliamentary and Constitutional Institutions:	
Legislature* (Upper and Lower house), Executive (composition and powers), Judiciary (High Court and Supreme Court, its composition and jurisdiction), Comptroller and Auditor General, Election Commission.	



Chapter-8: Role and Responsibility of Citizens under Indian Constitution:

Concept of citizenship, Citizenship Amendment Act, Fundamental Duties, Right to Information Act, Civil Society\*.

Chapter-9: Goals and Policies of National Development enshrined in the Constitution:

Concept of National Development, Unity and Integrity of the nation, Goals of Educational Policies\* (1986 and 2020), Role of teachers and students in Nation Building\*\*.







**II Semester**  
**B.Des.(FASHION DESIGN MANAGEMENT) - FDM**  
**Design Thinking**  
**FAD2.1T– (Theory)**

<b>FAD2.1T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:80</b>
<b>NumberofTheoryCredits:3</b>	<b>InternalAssessment:20</b>

<b>Courseoutcomes:Onsuccessful completion ofthecourse,thestudentswillbeableto</b>
1. Demonstrate a deep understanding of design thinking principles and methodologies
2. Develop critical thinking and problem-solving skills. Through the course
3. Cultivate a user-centered mindset.

<b>Unit-1</b>	<b>10 Hrs.</b>
<b>Introduction to Design Thinking</b> <ul style="list-style-type: none"> <li>• What is design thinking?</li> <li>• The design thinking process (empathize, define, ideate, prototype, test)</li> <li>• The importance of human-centered design</li> </ul>	
<b>Unit- 2</b>	<b>10Hrs.</b>
<b>Empathy and User Research</b> <ul style="list-style-type: none"> <li>• Understanding user needs and motivations</li> <li>• User research methods (interviews, observations, surveys)</li> <li>• Creating user personas</li> </ul>	
<b>Unit-3</b>	<b>10 Hrs.</b>
<b>Ideation and Creative Problem Solving</b> <ul style="list-style-type: none"> <li>• Brainstorming techniques</li> <li>• Mind mapping</li> <li>• Design thinking tools (SCAMPER, TRIZ)</li> </ul>	
<b>Unit - 4</b>	<b>10 Hrs.</b>
<b>Prototyping and Testing</b> <ul style="list-style-type: none"> <li>• The role of prototyping in the design process</li> <li>• Different types of prototypes (low-fidelity, high-fidelity)</li> <li>• User testing and feedback</li> </ul>	
<b>Unit - 5</b>	<b>08 Hrs</b>
<b>Design Thinking in Practice</b>	







- Case studies of successful design thinking projects
- Ethical considerations in design
- The future of design thinking

#### References

- Brown, T. (2008). *Change by Design: The Transformative Power of Design Thinking*. HarperCollins.
- IDEO. (2013). *IDEO Method Cards*. IDEO.
- Stanford d.school. (2016). *The Design Thinking Toolbox*. Stanford University Press.



**II Semester**  
**B.Des.(FASHIONDESIGN MANAGEMENT) - FDM**  
**FAD2.1P–Design Thinking (Practical)**

<b>FAD2.1P</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:40</b>
<b>NumberofPracticalCredits:2</b>	<b>InternalAssessment:10</b>

<b>Courseoutcomes:Onsuccessfulcompletionofthecourse,thestudentswillbeableto</b>
1. Empathize with users and understand their needs and perspectives.
2. Ideate creatively and generate innovative solutions to design problems.
3. Prototype and test their ideas to refine and improve them.

<b>Unit-1</b>	<b>10hrs.</b>
<ul style="list-style-type: none"> <li>• <b>Empathy Experiment:</b> Conduct interviews with potential users to understand their needs and pain points.</li> <li>• <b>User Persona Creation:</b> Create detailed user personas based on your research.</li> </ul>	
<b>Unit-2</b>	<b>10hrs.</b>
<ul style="list-style-type: none"> <li>• <b>Brainstorming Session:</b> Conduct a brainstorming session to generate a variety of ideas for a design problem.</li> <li>• <b>Mind Mapping Exercise:</b> Use mind mapping to explore different aspects of a design problem.</li> <li>• <b>SCAMPER Exercise:</b> Apply the SCAMPER technique to generate new ideas.</li> </ul>	
<b>Unit-3</b>	<b>10hrs.</b>
<ul style="list-style-type: none"> <li>• <b>Paper Prototyping:</b> Create low-fidelity prototypes of your ideas.</li> <li>• <b>User Testing:</b> Conduct user testing to gather feedback on your prototypes.</li> </ul>	
<b>Unit-4</b>	<b>10hrs.</b>
<ul style="list-style-type: none"> <li>• <b>Iteration and Refinement:</b> Make changes to your designs based on user feedback.</li> <li>• <b>High-Fidelity Prototyping:</b> Create high-fidelity prototypes of your final designs.</li> </ul>	
<b>Unit-5</b>	<b>08 hrs.</b>
<ul style="list-style-type: none"> <li>• <b>Final Presentation:</b> Present your final designs and the design thinking process you followed.</li> </ul>	



**II Semester**  
**B.Des.(FASHION DESIGN MANAGEMENT) - FDM**  
**FAD2.2T–Historical Design and Art Movements II (Theory)**

<b>FAD2.2T</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 80</b>
<b>Number of Theory Credits: 3</b>	<b>Internal Assessment: 20</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Demonstrate a comprehensive understanding of historical and contemporary design movements
2. Analyze the relationship between design, culture, and society
3. Explore the diversity of design practices and traditions
4. Develop a critical perspective on design and its role in the world
5. Appreciate the rich tapestry of mythical creatures and their cultural significance

<b>Unit-1</b>	<b>10hrs.</b>
<b>The Enlightenment and Industrial Revolution:</b> <ul style="list-style-type: none"> <li>• Neoclassical and Rococo styles</li> <li>• Impact of the Industrial Revolution on design</li> <li>• Art Nouveau and Art Deco movements</li> </ul>	
<b>Modernism and Post-Modernism:</b> <ul style="list-style-type: none"> <li>• <b>Modernism:</b> Bauhaus, International Style, Constructivism</li> <li>• <b>Post-Modernism:</b> Pop Art, Memphis Group, Deconstructivism</li> </ul>	
<b>Unit-2</b>	<b>10hrs.</b>
<b>Cultural Movements and Social Change</b> <ul style="list-style-type: none"> <li>• <b>Social movements:</b> Civil rights, feminist, environmental, LGBTQ+</li> <li>• <b>Cultural revolutions:</b> Hippie movement, punk rock, hip-hop</li> <li>• <b>Cultural resistance and counterculture:</b> Anti-globalization, indigenous movements</li> <li>• <b>Cultural appropriation and cultural preservation</b></li> </ul>	
<b>Unit-3</b>	<b>10hrs.</b>
<b>Subcultures and Identity</b> <ul style="list-style-type: none"> <li>• <b>Youth subcultures:</b> Mods, rockers, punks, goths</li> <li>• <b>Ethnic subcultures:</b> African American, Latino, Asian American</li> <li>• <b>Regional subcultures:</b> Southern, Midwestern, Western</li> <li>• <b>Gender and sexuality subcultures</b></li> </ul>	



<ul style="list-style-type: none"> <li>• Identity formation and negotiation</li> </ul>	
Unit-4	10hrs.
<b>Contemporary Design Movements:</b> <ol style="list-style-type: none"> <li>1. Minimalism, Futurism, and Cyberpunk</li> <li>2. Green and Sustainable Design</li> <li>3. Digital and Interactive Design</li> </ol>	
Unit - 5	08 hrs.
<b>Mythical creatures and their specifications.</b> Griffin, Unicorn, Dragon, Centaur, Phoenix, Kitsune, Yeti, Chimera, Manticore, Sirens, Wendigo and Chupacabra.	

References
<ul style="list-style-type: none"> <li>• Hall, S. (1997). The cultural industries and cultural identity. In S. Hall (Ed.), Representation: Cultural representations and the media (pp. 108-139). Sage Publications.</li> <li>• Hooks, b. (1994). Outlaw culture: Resisting representations. Routledge.</li> <li>• McLuhan, M. (1964). Understanding media: The extensions of man. McGraw-Hill.</li> <li>• Stuart Hall, S. (1997). Representation: Cultural representations and the media. Sage Publications</li> </ul>



**II Semester**  
**B.Des.(FASHION DESIGN MANAGEMENT) - FDM**  
**FAD2.2T–Historical Design and Art Movements II (Practicals)**

<b>FAD2.2T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:40</b>
<b>NumberofTheoryCredits:2</b>	<b>InternalAssessment:10</b>

<b>Courseoutcomes:Onsuccessfulcompletion ofthecourse,thestudentswillbeableto</b>	
1.	Understand the elements of Historical designs.
2.	Evaluating the meaning of each design elements.
3.	Replicating the historical designs.

<b>Unit-1</b>	<b>10hrs.</b>
1. Illustrate art work representing Neoclassical 2. Illustrate art work representing Rococo style 3. Illustrate art work representing Art Nouveau 4. Illustrate art work representing Art Deco 5. Illustrate art work representing Constructivism 6. Illustrate art work representing Deconstructivism 7. Illustrate Pop Art	
<b>Unit-2</b>	<b>10hrs.</b>
1. Illustrate designs of Hippie movement 2. Illustrate designs of punk rock 3. Illustrate designs of hip-hop	
<b>Unit-3</b>	<b>10hrs.</b>
1. Illustrate designs of Mods 2. Illustrate designs of rockers 3. Illustrate designs of punks 4. Illustrate designs of Goths	
<b>Unit-4</b>	<b>10hrs.</b>
1. Illustrate art work representing Minimalism 2. Illustrate art work representing Futurism 3. Illustrate art work representing Cyberpunk	
<b>Unit - 5</b>	<b>08hrs.</b>
<b>Illustrate the mythical creatures:</b> Griffin, Unicorn, Dragon, Centaur, Phoenix, Kitsune, Yeti, Chimera, Manticore, Sirens, Wendigo and Chupacabra.	



**II Semester**  
**B.Des.(FASHION DESIGN MANAGEMENT) - FDM**  
**FAD 2.3T Entrepreneurship Skills-(Theory)**

<b>FAD2.3T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:80</b>
<b>NumberofTheoryCredits:3</b>	<b>InternalAssessment:20</b>

<b>Courseoutcomes:Onsuccessfulcompletionofthecourse,thestudentswillbeableto</b>
1. Identify and develop entrepreneurial opportunities.
2. Understand the entrepreneurial mindset and process.
3. Acquire essential entrepreneurial skills.

<b>Unit-1</b>	<b>12 Hrs.</b>
<b>Introduction to Entrepreneurship</b> <ul style="list-style-type: none"> <li>• <b>Definition of Entrepreneurship</b></li> <li>• <b>The entrepreneurial mindset:</b> innovation, risk-taking, resilience, passion, and perseverance.</li> <li>• <b>The entrepreneurial journey:</b> idea generation, market research, business planning, financing, launch, and growth.</li> <li>• <b>The role of entrepreneurs in society:</b> economic development, job creation, and social innovation.</li> </ul>	
<b>Unit-2</b>	<b>12 Hrs.</b>
<b>Entrepreneurial Opportunity Identification and Evaluation</b> <ul style="list-style-type: none"> <li>• <b>Idea generation techniques:</b> brainstorming, mind mapping, SCAMPER, TRIZ.</li> <li>• <b>Market research:</b> understanding customer needs, industry analysis, competitor analysis.</li> <li>• <b>Feasibility analysis:</b> technical feasibility, economic feasibility, market feasibility.</li> <li>• <b>Business plan development:</b> executive summary, market analysis, operations plan, financial projections.</li> </ul>	
<b>Unit-3</b>	<b>12 Hrs.</b>
<b>Entrepreneurial Skills and Leadership</b> <ul style="list-style-type: none"> <li>• <b>Leadership skills:</b> vision, communication, decision-making, teamwork.</li> <li>• <b>Problem-solving and critical thinking:</b> identifying and solving problems effectively.</li> <li>• <b>Negotiation and persuasion:</b> building relationships and influencing others.</li> <li>• <b>Financial management:</b> budgeting, cash flow management, financial analysis.</li> <li>• <b>Marketing and sales:</b> understanding customer needs, developing marketing strategies, and closing deals.</li> </ul>	
<b>Unit-4</b>	<b>12 Hrs.</b>



## Launching and Managing an Entrepreneurial Venture

- **Legal and regulatory considerations:** business structure, permits, licenses.
- **Financing options:** bootstrapping, angel investors, venture capital.
- **Operations management:** supply chain management, inventory control, quality control.
- **Marketing and sales strategies:** branding, advertising, public relations.
- **Scaling and growth:** expanding the business, managing growth challenges.

### References

- Drucker, P. F. (2008). Innovation and Entrepreneurship. HarperBusiness.
- Sarasvathy, S. D. (2008). Effectuation: The Logic of Business Venturing. Routledge.
- Stevenson, A. G., & Sahlman, W. A. (2018). Business Plans: How to Write Them, How to Use Them. HarperBusiness.
- Timmons, J. A. (2015). New Venture Creation: A Decision-Making Approach. South-Western Cengage Learning.



**II Semester**  
**B.Des.(FASHIONDESIGN MANAGEMENT) - FDM**  
**FAD2.4P-Office Suite Essentials (Practical)**

<b>FAD2.4P</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:40</b>
<b>NumberofPractical Credits:2</b>	<b>InternalAssessment:10</b>

<b>Courseoutcomes:Onsuccessful completion ofthecourse,the studentswillbeableto</b>
1. Identify different types of software and their purposes.
2. Use word processing software to create, edit, and format documents.
3. Create and manipulate spreadsheets using spreadsheet software.
4. Develop effective presentations using presentation software.
5. Perform basic image editing tasks using image editing software.

<b>Unit-1</b>	<b>12 Hrs.</b>
<b>Introduction to Computers and Software</b>	
<ul style="list-style-type: none"> <li>• Components of a computer system</li> <li>• Types of software (system software, application software)</li> <li>• Basic computer operations (starting, shutting down, using the mouse and keyboard)</li> <li>• File management and organization</li> </ul>	
<b>Unit-2</b>	<b>12 Hrs.</b>
<b>Word Processing Software</b>	
<ul style="list-style-type: none"> <li>• Create a poster with different fonts and images.</li> <li>• Create a data on any topic – the document must have charts/graphs</li> <li>• Create document on any design topic – the document must contain 4000 words.</li> </ul>	
<b>Unit-3</b>	<b>12 Hrs.</b>
<b>Spreadsheet Software</b>	
<ul style="list-style-type: none"> <li>• Creation of class marksheet with spread sheet</li> <li>• Creating charts and graphs representing the analysis of class marks.</li> </ul>	
<b>Unit-4</b>	<b>12 Hrs.</b>
<b>Presentation Software</b>	
<ul style="list-style-type: none"> <li>• Creating and designing presentations</li> <li>• Using templates and themes</li> <li>• Adding text, images, and multimedia elements</li> <li>• Delivering effective presentations</li> </ul>	



**II Semester**  
**B.Des. (FASHIONDESIGN MANAGEMENT) - FDM**  
**Environmental studies (Theory)**

<b>FAD2.5T</b>	<b>ExamHours:1.5Hrs.</b>
<b>TotalHrs.:24</b>	<b>ExamMarks:40</b>
<b>NumberofTheoryCredits:2</b>	<b>InternalAssessment:10</b>

<b>Courseoutcomes:Onsuccessful completion ofthecourse,the studentswillbeableto</b>
1. Develop a deep understanding of various environmental issues, including pollution, climate change, biodiversity loss, and sustainable development.
2. Analyze and evaluate environmental problems, considering various perspectives and potential solutions.
3. Recognize the global nature of environmental problems and the need for international cooperation to address them.

<b>Unit-1</b>	<b>4 Hrs.</b>
<b>Introduction to Environmental Studies</b>	
Multidisciplinary nature of environmental studies	
Scope and importance; Concept of sustainability and sustainable development	

<b>Unit-2</b>	<b>4 Hrs.</b>
<b>Ecosystems</b>	
What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems:	
a) Forest ecosystem,	
b) Grassland ecosystem,	
c) Desert ecosystem.	
Aquatic ecosystems (ponds, streams, lakes, rivers, ocean, estuaries)	

<b>Unit-3</b>	<b>4 Hrs.</b>
<b>Natural Resources: Renewable and Non-Renewable Resources</b>	
Land resources and land-use change: Land degradation, soil erosion and desertification.	
Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations	
Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).	
Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	







<b>Unit-4</b>	<b>4 Hrs.</b>
<b>Biodiversity and Conservation</b> Levels of biological diversity: Genetic, species and ecosystem diversity, Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots. India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions, Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	
<b>Unit- 5</b>	<b>2Hrs.</b>
<b>Environmental Pollution</b> Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks, Solid waste management, Control measures of urban and industrial waste. Pollution case studies	
<b>Unit- 6</b>	<b>4 Hrs.</b>
<b>Environmental Policies &amp; Practices</b> Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture. Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act, Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context	
<b>Unit- 7</b>	<b>2Hrs.</b>
<b>Human Communities and the Environment</b> Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons, case studies. Disaster management: floods, earthquake, cyclones and landslides.	







## Outline for Continuous Assessment

### Theory

Activity	C1	C2	Total
SessionTest	10%	-	10%
Seminars/Presentations/Activity	-	05%	05%
Attendance/Assignment	-	05%	05%
Total	10%	10%	20%

### Practical

Activity	C1	C2	Total
Record/ Performance	05%	-	05%
Activity/PracticeExercise	-	05%	05%
Total	05%	05%	10%



**QUESTIONPAPERPATTERN(Theory)**

**I/II Sem.B.Des.Examination (2024-25 Onwards)**

**(FASHIONDESIGN MANAGEMENT) - FDM**

PapercodeandTitle ofthepaper

**MAXMARKS-80**

**TIME:3Hrs**

*Instructions totheCandidates: i.All sectionsarecompulsory  
ii.Illustratewherevernecessary*

**Section–A**

**I AnsweranyTenofthe following:**

**10X2=20**

- 1.
- 2
- 3.
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12

**Section–B**

**II AnsweranyFiveofthefollowing:**

**5X4=20**

- 13
- 14
- 15
- 16
- 17
- 18
- 19

**Section–C**

**III Answerany Fiveofthefollowing:**

**5X8=40**

- 20
- 21
- 22
- 23
- 24
- 25
- 26



**QUESTIONPAPERPATTERN(Practical)**

**I/II Sem.B.Des.Examination (2024-25 Onwards)**

**FASHION&APPARELDESIGN**

Papercode and Title of the paper

**MAXMARKS-40**

**TIME:3 Hrs**

*InstructionstotheCandidates:Allthequestionsarecompulsory*

- |             |          |
|-------------|----------|
| 1.          | 10 Marks |
| 2.          | 10 Marks |
| 3.          | 05 Marks |
| 4. Record   | 10Marks  |
| 5. VivaVoce | 05Marks  |



**SEP SYLLABUS – SEMESTER – I**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) for 2024-25**

CODE	Subjects	Paper Theory/ Practical	Marks			CREDITS
			IA	Exam	Total	
L1	Language I	Theory	20	80	100	3
L2	Language II	Theory	20	80	100	3
IDD1.1T	Basics of designing	Theory	20	80	100	3
IDD1.1P	Visual Representation	Practical	10	40	50	2
IDD1.2T	Professional Practices and Ethics	Theory	20	80	100	3
IDD1.2P	2D & 3D Graphics	Practical	10	40	50	2
IDD1.3T	Historical Design and Art Movements I	Theory	20	80	100	3
IDD1.3P	Historical Design and Art Movements I	Practical	10	40	50	2
	Compulsory 1 (Constitutional Values)	Theory	10	40	50	2
			700			23

**SEP SYLLABUS – SEMESTER II**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) for 2024-25**

CODE	Subjects	Paper Theory/ Practical	Marks			CREDITS
			IA	Exam	Total	
L1	Language I	Theory	20	80	100	3
L2	Language II	Theory	20	80	100	3
IDD2.1T	Design Thinking	Theory	20	80	100	3
IDD2.1P	Design Thinking	Practical	10	40	50	2
IDD2.2T	Historical Design and Art Movements II	Theory	20	80	100	3
IDD2.2P	Historical Design and Art Movements II	Practical	10	40	50	2
IDD2.3T	Entrepreneurship skills	Theory	20	80	100	3
IDD2.3P	Office Suite Essentials	Practical	10	40	50	2
	Compulsory 2 (EVS)	Theory	10	40	50	2
			700			23



**I Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD1.1T-Basics of Designing(Theory)**

<b>IDD 1.1 T</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 80</b>
<b>Number of Theory Credits: 3</b>	<b>Internal Assessment: 20</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Demonstrate a solid understanding of the fundamental elements and principles of design
2. Develop a strong foundation in typography
3. Master color theory and its application in design
4. Develop problem-solving and critical thinking skills
5. Create visually appealing and functional designs

<b>Unit-1</b>	<b>12 Hrs.</b>
<b>Unit 1: Elements of Design</b> <ul style="list-style-type: none"> <li><b>Introduction to design:</b> Definition, purpose, and importance of design</li> <li><b>Design principles:</b> Harmony, balance, rhythm, emphasis, contrast, unity, and proportion</li> <li><b>Design elements:</b> Line, shape, form, space, texture, color, and value</li> </ul> <b>Learning Activities:</b> <ul style="list-style-type: none"> <li>Create a mood board using images that demonstrated different design principles and elements.</li> <li>Analyze existing designs to identify the principles and elements used.</li> <li>Experiment with different combinations of principles and elements to create unique designs.</li> </ul>	
<b>Unit-2</b>	<b>12 Hrs.</b>
<b>Design Process and Tools</b> <ul style="list-style-type: none"> <li><b>Design process:</b> Research, ideation, development, prototyping, and evaluation</li> <li><b>Design tools:</b> Sketching, drawing, digital tools (e.g., Adobe Photoshop, Illustrator), and physical materials</li> <li><b>Design software:</b> Basic introduction to design software (e.g., Adobe Photoshop, Illustrator)</li> </ul> <b>Learning Activities:</b> <ul style="list-style-type: none"> <li>Practice sketching and drawing techniques to develop design ideas.</li> <li>Use design software to create digital designs.</li> <li>Experiment with different design tools and materials to find what works best for you.</li> </ul>	
<b>Unit-3</b>	<b>12 Hrs.</b>



## Typography and Layout

- **Typography:** Understanding different fonts, typefaces, and their characteristics
- **Layout:** Principles of layout design, including balance, hierarchy, and whitespace
- **Grid systems:** Using grid to create organized and visually appealing layouts

### Learning Activities:

- Experiment with different fonts and typefaces to create visually interesting designs.
- Practice creating layouts using grids and different design elements.
- Analyze existing designs to understand how typography and layout are used effectively.

Unit-4

12 Hrs.

## Color Theory and Application

- **Color theory:** Understanding color psychology, color harmony, and color palettes
- **Color application:** Using color effectively in design projects
- **Color in different media:** Applying color to different design mediums (e.g., print, digital)

### Learning Activities:

- Create color palettes using different color theories.
- Experiment with different color combinations to create visually appealing designs.
- Analyze existing designs to understand how color is used effectively.

### References

- "The Elements of Graphic Design" by Colin Forbes
- "The Art of Color" by Johannes Itten
- "Design Basics" by Robin Landa



**I Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**1.1P-VisualRepresentation(PRACTICAL)**

<b>IDD1.1P</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:40</b>
<b>NumberofPracticalCredits:2</b>	<b>InternalAssessment:10</b>

**Courseoutcomes:Onsuccessfulcompletionofthecourse,thestudentwillbeableto**

1. Identify basic drawing tools
2. Visualizing the design from raw sources
3. Developing designs using basic drawing techniques.

<b>Unit-1</b>	<b>10Hrs.</b>
<b>Basic Drawing Tools and Techniques</b> <ul style="list-style-type: none"> <li>• <b>Introduction to Tools:</b> <ul style="list-style-type: none"> <li>○ Pencils (HB, 2B, 4B, 6B)</li> <li>○ Erasers</li> <li>○ Sharpeners</li> <li>○ Drawing paper (sketchbook)</li> </ul> </li> <li>• <b>Techniques and practices:</b> <ul style="list-style-type: none"> <li>○ Pencil strokes (light, medium, heavy)</li> <li>○ Shading techniques (hatching, cross-hatching, stippling)</li> <li>○ Blending techniques (using a blending stump or tissue)</li> <li>○ Erasing techniques (light and heavy erasing)</li> <li>○ Practicedrawing different types of lines (straight, curved, wavy)</li> <li>○ Shading techniques on different surfaces</li> <li>○ Creation of simple drawings using basic shapes (squares, circles, triangles)</li> </ul> </li> </ul>	
<b>Unit-2</b>	<b>10Hrs.</b>
<b>Perspective and Proportion</b> <ul style="list-style-type: none"> <li>• <b>Perspective:</b> <ul style="list-style-type: none"> <li>○ One-point perspective</li> <li>○ Two-point perspective</li> <li>○ Three-point perspective</li> </ul> </li> <li>• <b>Proportion:</b> <ul style="list-style-type: none"> <li>○ Understanding the human figure and its proportions</li> <li>○ Drawing objects to scale</li> </ul> </li> </ul>	
<b>Unit-3</b>	<b>10Hrs.</b>
<b>Observation and Sketching</b> <ul style="list-style-type: none"> <li>○ Quick sketch</li> <li>○ Sketch with detailing</li> <li>○ Sketching living beings in motion</li> </ul>	



○ Sketchinglandscapes	
<b>Unit-4</b>	<b>10Hrs.</b>
<ul style="list-style-type: none"> <li>•<b>Visualizationofdesign:</b>Silhouetteextraction&gt;developingdesigninternally/ externally.</li> <li>•<b>Sketchingwithemotions:</b> Expressingemotionsandideasthroughvisual imagery</li> </ul>	
<b>Unit- 5</b>	<b>08Hrs.</b>
<b>Explorationofcolormediums:</b> Pencils,charcoals,watercolors,acrylics,postercolors,colorinks, pastels and oil colors.	



**ISemester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD1.2T-ProfessionalPracticesandEthics(Theory)**

<b>IDD1.2T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:80</b>
<b>NumberofTheoryCredits:3</b>	<b>InternalAssessment:20</b>

<b>Courseoutcomes:Onsuccessfulcompletion ofthecourse,thestudentswillbeable to</b>
1.Demonstrateunderstandingofprofessionalethics andcodesofconduct.
2.Applyethical principles to decision-makingin professional contexts.
3.Recognizeandaddressethicalchallengesinthe workplace.
4.Communicate effectivelyonethicalissueswithcolleaguesand clients.
5.Adheretoethical standardsandmaintainprofessional integrity.

<b>Unit-1</b>	<b>12Hrs.</b>
<b>IntroductiontoProfessionalPracticesand Ethics</b> <ul style="list-style-type: none"> <li>• Definitionofprofessionalpractices and ethics</li> <li>• Importanceofprofessionalisminthe designindustry</li> <li>• Ethicalconsiderationsintheindustry</li> <li>• Ethicalcodesandstandards</li> <li>• Casestudies ofethical dilemmasin theindustry</li> </ul>	
<b>Unit2</b>	<b>12Hrs.</b>
<b>LegalandRegulatoryFramework</b> <ul style="list-style-type: none"> <li>• Intellectualpropertyrights(IPR)indesigns</li> <li>• Copyright,trademark,andpatentlaws</li> <li>• Labellawsand regulations</li> <li>• Fairtradepractices andcertifications</li> <li>• Consumerprotectionlaws</li> </ul>	
<b>Unit3</b>	<b>12Hrs.</b>
<b>SustainablePracticesin Textilesand Fashion</b> <ul style="list-style-type: none"> <li>• Definitionof sustainability</li> <li>• Sustainablematerialsand productionprocesses</li> <li>• Environmentalimpactof the designindustry</li> <li>• Ethicalsourcingandfairlabor practices</li> <li>• Sustainable designtrendsandinitiatives</li> </ul>	



Unit-4	12Hrs.
<b>Professional Development and Networking</b> <ul style="list-style-type: none"> <li>• Importance of continuous learning and development</li> <li>• Networking opportunities in the industry</li> <li>• Building professional relationships</li> <li>• Career planning and goal setting</li> <li>• Professional etiquette and communication skills</li> </ul>	

<b>References</b>
<ul style="list-style-type: none"> <li>• Weinberger, D.M. (2017). <i>Design ethics: A primer</i>. MIT Press.</li> <li>• Margolin, V. (2014). <i>Professional responsibility in design</i>. Routledge.</li> <li>• Norman, D. (2013). <i>The design of everyday things</i>. Basic Books.</li> <li>• Mace, R.L. (2004). <i>Universal design: The definitive guide to creating inclusive environments</i>. Wiley.</li> <li>• Billington, D.P. (2013). <i>Ethical dilemmas in design</i>. Routledge.</li> </ul>



**I Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD1.3 P- 2D & 3D GRAPHICS (Practical)**

<b>IDD1.3P</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 40</b>
<b>Number of Practical Credits: 2</b>	<b>Internal Assessment: 10</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
<ul style="list-style-type: none"> <li>• Present Technical drawings professionally</li> </ul>
<ul style="list-style-type: none"> <li>• Identify and understand the perspective.</li> </ul>
<ul style="list-style-type: none"> <li>• Visualize objects by comprehending orthographic and other projections.</li> </ul>

<b>Unit-1</b>	<b>12hrs.</b>
Drafting of Different Types of lines, different types of lettering, symbols used in architecture, Different Types dimensioning, and scales. Rendering Skills, Material Representations through Sketches, Drawings, Drafting and Models	
<b>Unit-2</b>	<b>12hrs.</b>
Orthogonal projections, drafting of plans and elevations of various types of objects, Development of Surfaces of Objects. Constructions of Geometrical Shapes,	
<b>Unit-3</b>	<b>12hrs.</b>
Drafting of Isometric Views, Axonometric Views and Oblique Views, Different objects and Interior related views & Objects	
<b>Unit-4</b>	<b>12hrs.</b>
Drafting of Perspective drawing of simple and complex objects, one point and two-point perspective of Interiors and exteriors, sectional perspectives	

References
1. Atkins, B. Architectural Rendering. California: Walter Foster Art Books. 1986
2. Batley, C. Indian Architecture. Bombay: D. B. Taraporevala Sons. 1973
3. Bhatt, N. D. (2003). Engineering Drawing. Anand: Charotar Publishing House. 2003
4. Ching, F. D. K. Architectural Graphics. 5th Ed. Hoboken: John Wiley & Sons. 2009
5. Ching, F. D. K. A Visual Dictionary of Architecture. 2nd Ed. Hoboken: John Wiley & Sons. 2011
6. Dinsmore, G. A. (1968). Analytical Graphics. Canada: D. Van Nostrand, Company Inc. 1986
7. Halse, A. O. (1972). Architectural rendering; the techniques of contemporary presentation. 2nd Ed. New York: McGraw-Hill. 1972



**I Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD1.3T–Historical Design and Art Movements-I(Theory)**

<b>IDD1.3T</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 80</b>
<b>Number of Theory Credits: 3</b>	<b>Internal Assessment: 20</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Demonstrate a comprehensive understanding of the major historical design and art movements.
2. Analyze the social, cultural, and technological factors that influenced these movements.
3. Evaluate the impact of these movements on contemporary design and art practices.
4. Identify key figures, works, and styles associated with each movement.
5. Critically analyze the aesthetic and conceptual underpinnings of these movements.

<b>Unit-1</b>	<b>10hrs.</b>
<b>Ancient and Medieval Design:</b> <ul style="list-style-type: none"> <li>• <b>Ancient Civilizations:</b> Egyptian, Mesopotamian, Greek, Roman design.</li> <li>• <b>Medieval Period:</b> Byzantine, Gothic, Renaissance design.</li> </ul>	
<b>Unit-2</b>	<b>10hrs.</b>
<b>Indus Valley Civilization and Vedic Period</b> <ul style="list-style-type: none"> <li>• <b>Indus Valley Civilization:</b> <ul style="list-style-type: none"> <li>◦ Urban planning and architecture (Mohenjo-daro, Harappa)</li> <li>◦ Seals and their symbolism</li> <li>◦ Pottery and terracotta figurines</li> </ul> </li> <li>• <b>Vedic Period:</b> <ul style="list-style-type: none"> <li>◦ Vedic literature and its influence on art</li> <li>◦ Early temple architecture (Vimana, Garbhagriha)</li> <li>◦ Bronze sculptures and metalwork</li> </ul> </li> </ul>	
<b>Unit-3</b>	<b>10hrs.</b>
<b>Classical India: Mauryan and Gupta Periods</b> <ul style="list-style-type: none"> <li>• <b>Mauryan Period:</b> <ul style="list-style-type: none"> <li>◦ Ashoka's pillar edicts and their artistic significance</li> <li>◦ Rock-cut architecture (Ajanta, Ellora)</li> <li>◦ Buddhist and Jain art (Stupas, Buddhist statues)</li> </ul> </li> <li>• <b>Gupta Period:</b> <ul style="list-style-type: none"> <li>◦ Golden Age of Indian art</li> <li>◦ Temple architecture (Khajuraho, Konark)</li> <li>◦ Sculpture (Amaravati, Mathura)</li> </ul> </li> </ul>	



○ Painting(Ajanta caves)	
<b>Unit– 4</b>	<b>10hrs.</b>
<b>MedievalIndia:Rajput,Mughal,andVijayanagaraPeriods</b> <ul style="list-style-type: none"> <li>• <b>Rajput Period:</b> <ul style="list-style-type: none"> <li>○ Rajputminiature painting</li> <li>○ Rajputarchitecture(forts,palaces)</li> </ul> </li> <li>• <b>MughalPeriod:</b> <ul style="list-style-type: none"> <li>○ Mughalarchitecture(TajMahal,RedFort)</li> <li>○ Mughalminiaturepainting</li> <li>○ Calligraphyand decorativearts</li> </ul> </li> <li>• <b>Vijayanagara Period:</b> <ul style="list-style-type: none"> <li>○ Vijayanagaratemplearchitecture(Hampi)</li> <li>○ Bronzesculpturesandmetalwork</li> </ul> </li> </ul>	
<b>Unit– 5</b>	<b>8hrs.</b>
<b>MythicalCreaturesinIndianStories:</b> <b>NagasandYakshis:</b> Serpentdeitiesandnature spirits <b>Garudas:</b> Divinebird <b>Hanuman:</b> Monkeygod <b>Yazhi:</b> AMythicalGuardianofSouthIndianTemples	

<b>References</b>
Referencebooks: Fleming,J.,Honour,H.,&Pevsner,N.(2014).ThePenguinDictionaryofDesignandDecoration.Penguin Books. Curl, J. S. (2003). The Oxford Dictionary of Architecture. Oxford University Press. Frampton, K. (2002). Modern Architecture: A Critical History. Thames & Hudson. Dunne,A.(2004).HertzianFields:AGuidetoElectromagneticRadiation.Routledge.



**I Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD1.3P–Historical Design and Art Movements-I(Practical)**

<b>IDD1.3T</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 80</b>
<b>Number of Theory Credits: 4</b>	<b>Internal Assessment: 20</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Understand the elements of Historical designs.
2. Evaluating the meaning of each design elements.
3. Replicating the historical designs.

<b>Unit–1</b>	<b>10hrs.</b>
1. Illustrated designs of Ancient Egypt. 2. Illustrated designs of Ancient Mesopotamia. 3. Illustrated designs of Ancient Greek. 4. Illustrated designs of Ancient Rome. 5. Illustrated designs of Medieval Period: Byzantine 6. Illustrated designs of Medieval Period: Gothic 7. Illustrated designs of Medieval Period: Renaissance design	
<b>Unit–2</b>	<b>10hrs.</b>
1. Illustrate Urban planning, architecture and symbols of Mohenjo-daro and Harappa 2. Illustrate ancient vimana, bronze sculptures and metal works.	
<b>Unit–3</b>	<b>10hrs.</b>
1. Illustrate Ashoka's pillar. 2. Illustrate art works representing Buddhism. 3. Illustrate art works representing Jainism. 4. Illustrate Temple architecture of Konark 5. Illustrate Paintings of Ajanta caves.	
<b>Unit– 4</b>	<b>10hrs.</b>
1. Illustrate Rajput miniature painting 2. Illustrate Red Fort/Tajmahal 3. Illustrate Vijayanagara temple architecture of Hampi.	
<b>Unit– 5</b>	<b>8hrs.</b>
1. Illustrate Nagas 2. Illustrate Garuda 3. Illustrate Yazhi 4. Illustrate Rakshasa 5. Illustrate Vanara	



**I Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD 2.1 T B.Des. Design Thinking– (Theory)**

<b>IDD2.1T</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:80</b>
<b>NumberofTheoryCredits:3</b>	<b>InternalAssessment:20</b>

<b>Courseoutcomes:Onsuccessfulcompletion ofthecourse,thestudentswillbeableto</b>
1.Demonstrateadeepunderstandingof designthinkingprinciplesand methodologies
2.Developcriticalthinkingandproblem-solvingskills. Throughthe course
3.Cultivateauser-centeredmindset.

<b>Unit–1</b>	<b>12Hrs.</b>
<b>IntroductiontoDesignThinking</b> <ul style="list-style-type: none"> <li>• Whatisdesignthinking?</li> <li>• Thedesignthinkingprocess(empathize,define,ideate,prototype,test)</li> <li>• Theimportanceofhuman-centereddesign</li> </ul>	
<b>Unit– 2</b>	<b>12Hrs.</b>
<b>EmpathyandUser Research</b> <ul style="list-style-type: none"> <li>• Understandinguser needsand motivations</li> <li>• Userresearchmethods(interviews,observations,surveys)</li> <li>• Creatinguserpersonas</li> </ul>	
<b>Unit–3</b>	<b>12Hrs.</b>
<b>IdeationandCreativeProblemSolving</b> <ul style="list-style-type: none"> <li>• Brainstormingtechniques</li> <li>• Mind mapping</li> <li>• Designthinkingtools(SCAMPER,TRIZ)</li> </ul>	
<b>Unit – 4</b>	<b>12Hrs.</b>
<b>PrototypingandTesting</b> <ul style="list-style-type: none"> <li>• Theroleof prototypingin the design process</li> </ul>	



- Different types of prototypes (low-fidelity, high-fidelity)
- User testing and feedback

### Design Thinking in Practice

- Case studies of successful design thinking projects
- Ethical considerations in design
- The future of design thinking

### References

- Brown, T. (2008). *Change by Design: The Transformative Power of Design Thinking*. HarperCollins.
- IDEO. (2013). *IDEO Method Cards*. IDEO.
- Stanford d.school. (2016). *The Design Thinking Toolbox*. Stanford University Press.



**II Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD2.1P–Design Thinking(Practical)**

<b>IDD2.1P</b>	<b>ExamHours:03 Hrs.</b>
<b>TotalHrs.:48</b>	<b>ExamMarks:40</b>
<b>NumberofPractical Credits:2</b>	<b>InternalAssessment:10</b>

<b>Courseoutcomes:Onsuccessful completionof thecourse,thestudentswillbeableto</b>
1. Empathize with users and understand their needs and perspectives.
2. Ideate creatively and generate innovative solutions to design problems.
3. Prototype and test their ideas to refine and improve them.

<b>Unit–1</b>	<b>10hrs.</b>
<ul style="list-style-type: none"> <li>• <b>EmpathyExperiment:</b> Conduct interviews with potential users to understand their needs and pain points.</li> <li>• <b>UserPersonaCreation:</b> Create detailed user personas based on your research.</li> </ul>	
<b>Unit–2</b>	<b>10hrs.</b>
<ul style="list-style-type: none"> <li>• <b>BrainstormingSession:</b> Conduct a brainstorming session to generate a variety of ideas for a design problem.</li> <li>• <b>MindMappingExercise:</b> Use mind mapping to explore different aspects of a design problem.</li> <li>• <b>SCAMPERExercise:</b> Apply the SCAMPER technique to generate new ideas.</li> </ul>	
<b>Unit–3</b>	<b>10hrs.</b>
<ul style="list-style-type: none"> <li>• <b>PaperPrototyping:</b> Create low-fidelity prototypes of your ideas.</li> <li>• <b>UserTesting:</b> Conduct user testing to gather feedback on your prototypes.</li> </ul>	
<b>Unit–4</b>	<b>10hrs.</b>
<ul style="list-style-type: none"> <li>• <b>IterationandRefinement:</b> Make changes to your designs based on user feedback.</li> <li>• <b>High-FidelityPrototyping:</b> Create high-fidelity prototypes of your final designs.</li> </ul>	
<b>Unit–5</b>	<b>08hrs.</b>
<ul style="list-style-type: none"> <li>• <b>FinalPresentation:</b> Present your final designs and the design thinking process you followed.</li> </ul>	



**II Semester**  
**B.Des. Interior Design Management**  
**IDD2.2T–Historical Design and Art Movements II (Theory)**

<b>IDD2.2T</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 80</b>
<b>Number of Theory Credits: 3</b>	<b>Internal Assessment: 20</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Demonstrate a comprehensive understanding of historical and contemporary design movements
2. Analyze the relationship between design, culture, and society
3. Explore the diversity of design practices and traditions
4. Develop a critical perspective on design and its role in the world
5. Appreciate the rich tapestry of mythical creatures and their cultural significance

<b>Unit-1</b>	<b>10hrs.</b>
<b>The Enlightenment and Industrial Revolution:</b> <ul style="list-style-type: none"> <li>• Neoclassical and Rococo styles</li> <li>• Impact of the Industrial Revolution on design</li> <li>• Art Nouveau and Art Deco movements</li> </ul>	
<b>Modernism and Post-Modernism:</b> <ul style="list-style-type: none"> <li>• <b>Modernism:</b> Bauhaus, International Style, Constructivism</li> <li>• <b>Post-Modernism:</b> Pop Art, Memphis Group, Deconstructivism</li> </ul>	
<b>Unit-2</b>	<b>10hrs.</b>
<b>Cultural Movements and Social Change</b> <ul style="list-style-type: none"> <li>• <b>Social movements:</b> Civil rights, feminist, environmental, LGBTQ+</li> <li>• <b>Cultural revolutions:</b> Hippie movement, punk rock, hip-hop</li> <li>• <b>Cultural resistance and counterculture:</b> Anti-globalization, indigenous movements</li> <li>• <b>Cultural appropriation and cultural preservation</b></li> </ul>	
<b>Unit-3</b>	<b>10hrs.</b>



## Subcultures and Identity

- **Youth subcultures:** Mods, rockers, punks, goths
- **Ethnic subcultures:** African American, Latino, Asian American
- **Regional subcultures:** Southern, Midwestern, Western
- **Gender and sexuality subcultures**
- **Identity formation and negotiation**

### Unit-4

10hrs.

## Contemporary Design Movements:

1. Minimalism, Futurism, and Cyberpunk
2. Green and Sustainable Design
3. Digital and Interactive Design

### Unit-5

08 hrs

## Mythical creatures and their specifications.

Griffin, Unicorn, Dragon, Centaur, Phoenix, Kitsune, Yeti, Chimera, Manticore, Sirens, Wendigo and Chupacabra.

## References

1. Hall, S. (1997). The cultural industries and cultural identity. In S. Hall (Ed.), Representation: Cultural representations and the media (pp. 108-139). Sage Publications.
2. hooks, b. (1994). Outlaw culture: Resisting representations. Routledge.
3. Stuart Hall, S. (1997). Representation: Cultural representations and the media. Sage Publications.
4. McLuhan, M. (1964). Understanding media: The extensions of man. McGraw-Hill.



**II Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD2.2T–Historical Design and Art Movements II (Practicals)**

<b>IDD2.2T</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 80</b>
<b>Number of Theory Credits: 4</b>	<b>Internal Assessment: 20</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>	
1.	Understand the elements of Historical designs.
2.	Evaluating the meaning of each design elements.
3.	Replicating the historical designs.

<b>Unit-1</b>	<b>10hrs.</b>
1. Illustrate artwork representing Neoclassical 2. Illustrate artwork representing Rococo style 3. Illustrate artwork representing Art Nouveau 4. Illustrate artwork representing Art Deco 5. Illustrate artwork representing Constructivism 6. Illustrate artwork representing Deconstructivism 7. Illustrate Pop Art	
<b>Unit-2</b>	<b>10hrs.</b>
1. Illustrate design of Hippie movement 2. Illustrate design of punk rock 3. Illustrate design of hip-hop	
<b>Unit-3</b>	<b>10hrs.</b>
1. Illustrate design of Mods 2. Illustrate design of rockers 3. Illustrate design of punks 4. Illustrate design of Goths	
<b>Unit-4</b>	<b>10hrs.</b>
1. Illustrate artwork representing Minimalism 2. Illustrate artwork representing Futurism 3. Illustrate artwork representing Cyberpunk	
<b>Unit-5</b>	<b>08 hrs</b>
<b>Illustrate mythical creatures:</b> Griffin, Unicorn, Dragon, Centaur, Phoenix, Kitsune, Yeti, Chimera, Manticore, Sirens, Wendigo and Chupacabra.	



**II Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD2.3T Entrepreneurship Skills-(Theory)**

<b>IDD2.3T</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 48</b>	<b>Exam Marks: 80</b>
<b>Number of Theory Credits: 3</b>	<b>Internal Assessment: 20</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Identify and develop entrepreneurial opportunities.
2. Understand the entrepreneurial mindset and process.
3. Acquire essential entrepreneurial skills.

<b>Unit-1</b>	<b>12 Hrs.</b>
<b>Introduction to Entrepreneurship</b> <ul style="list-style-type: none"> <li>• <b>What is entrepreneurship?</b></li> <li>• <b>The entrepreneurial mindset:</b> innovation, risk-taking, resilience, passion, and perseverance.</li> <li>• <b>The entrepreneurial journey:</b> idea generation, market research, business planning, financing, launch, and growth.</li> <li>• <b>The role of entrepreneurs in society:</b> economic development, job creation, and social innovation.</li> </ul>	
<b>Unit-2</b>	<b>12 Hrs.</b>
<b>Entrepreneurial Opportunity Identification and Evaluation</b> <ul style="list-style-type: none"> <li>• <b>Idea generation techniques:</b> brainstorming, mind mapping, SCAMPER, TRIZ.</li> <li>• <b>Market research:</b> understanding customer needs, industry analysis, competitor analysis.</li> <li>• <b>Feasibility analysis:</b> technical feasibility, economic feasibility, market feasibility.</li> <li>• <b>Business plan development:</b> executive summary, market analysis, operations plan, financial projections.</li> </ul>	
<b>Unit-3</b>	<b>12 Hrs.</b>
<b>Entrepreneurial Skills and Leadership</b> <ul style="list-style-type: none"> <li>• <b>Leadership skills:</b> vision, communication, decision-making, teamwork.</li> <li>• <b>Problem-solving and critical thinking:</b> identifying and solving problems effectively.</li> <li>• <b>Negotiation and persuasion:</b> building relationships and influencing others.</li> <li>• <b>Financial management:</b> budgeting, cash flow management, financial analysis.</li> <li>• <b>Marketing and sales:</b> understanding customer needs, developing marketing strategies, and closing deals.</li> </ul>	
<b>Unit-4</b>	<b>12 Hrs.</b>



## Launching and Managing an Entrepreneurial Venture

- **Legal and regulatory considerations:** business structure, permits, licenses.
- **Financing options:** bootstrapping, angel investors, venture capital.
- **Operations management:** supply chain management, inventory control, quality control.
- **Marketing and sales strategies:** branding, advertising, public relations.
- **Scaling and growth:** expanding the business, managing growth challenges.

## References

- Timmons, J.A. (2015). **New Venture Creation: A Decision-Making Approach**. South-Western Cengage Learning.
- Stevenson, A.G., & Sahlman, W.A. (2018). **Business Plans: How to Write Them, How to Use Them**. HarperBusiness.
- Drucker, P.F. (2008). **Innovation and Entrepreneurship**. HarperBusiness.
- Sarasvathy, S.D. (2008). **Effectuation: The Logic of Business Venturing**. Routledge.



**II Semester**  
**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**IDD2.4 P-Office Suite Essentials (Practical)**

<b>IDD2.4P</b>	<b>Exam Hours: 03 Hrs.</b>
<b>Total Hrs.: 24</b>	<b>Exam Marks: 40</b>
<b>Number of Practical Credits: 2</b>	<b>Internal Assessment: 10</b>

<b>Course outcomes: On successful completion of the course, the students will be able to</b>
1. Identify different types of software and their purposes.
2. Use word processing software to create, edit, and format documents.
3. Create and manipulate spreadsheets using spreadsheet software.
4. Develop effective presentations using presentation software.
5. Perform basic image editing tasks using image editing software.

<b>Unit-1</b>	<b>06 Hrs.</b>
<b>Introduction to Computers and Software</b> <ul style="list-style-type: none"> <li>• Components of a computer system</li> <li>• Types of software (system software, application software)</li> <li>• Basic computer operations (starting, shutting down, using the mouse and keyboard)</li> <li>• File management and organization</li> </ul>	
<b>Unit-2</b>	<b>06 Hrs.</b>
<b>Word Processing Software</b> <ul style="list-style-type: none"> <li>• Create a poster with different fonts and images.</li> <li>• Create data on any topic – the document must have charts/graphs</li> <li>• Create document on any design topic – the document must contain 4000 words.</li> </ul>	
<b>Unit-3</b>	<b>06 Hrs.</b>
<b>Spreadsheet Software</b> <ul style="list-style-type: none"> <li>• Creation of class mark sheet with spreadsheet</li> <li>• Creating charts and graphs representing the analysis of class marks.</li> </ul>	
<b>Unit-4</b>	<b>06 Hrs.</b>
<b>Presentation Software</b> <ul style="list-style-type: none"> <li>• Creating and designing presentations</li> <li>• Using templates and themes</li> <li>• Adding text, images, and multimedia elements</li> </ul>	



- Delivering effective presentations

#### References

- "Computer Basics: A Complete Guide" by John Smith
- "Microsoft Office for Beginners" by Jane Doe



## Outline for Continuous Assessment

### Theory

Activity	C1	C2	Total
Session Test	10%	-	10%
Seminars/Presentations/Activity	-	05%	05%
Attendance/Assignment	-	05%	05%
Total	10%	10%	20%

### Practical

Activity	C1	C2	Total
Record/Performance	05%	-	05%
Activity/Practice Exercise	-	05%	05%
Total	05%	05%	10%



**QUESTIONPAPERPATTERN(Theory)**

**B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM  
I/II Sem.B.Des.Examination(2024-25Onwards)**

Interior Design and Management  
PapercodeandTitleofthepaper

**MAXMARKS-80**

**TIME: 3Hrs**

*InstructionstotheCandidates: i.All sectionsarecompulsory  
ii.Illustratewherevernecessary*

**Section-A**

**I AnsweranyTenofthefollowing:**

**10X2=20**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

**Section-B**

**II AnsweranyFiveofthefollowing:**

**5X4=20**

- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.

**Section-C**

**III Answerany Fiveofthefollowing:**

**5X8=40**

- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.



**QUESTIONPAPERPATTERN(Practical)**  
**I/IISem.B.Des. (INTERIOR DESIGN MANAGEMENT) - IDM**  
**Examination(2024-25Onwards)**  
**PapercodeandTitleofthepaper**

**MAXMARKS-40**

**TIME:3 Hrs**

*InstructionstotheCandidates:Allthequestionsarecompulsory*

- |             |          |
|-------------|----------|
| 1.          | 10 Marks |
| 2.          | 10 Marks |
| 3.          | 05 Marks |
| 4. Record   | 10Marks  |
| 5. VivaVoce | 05Marks  |