



FORMAT FOR COURSE CURRICULUM

Course Title: INTRODUCTION TO FASHION AND TEXTILE INDUSTRY

Course Code: FASH604

Credit Units: 03

L	T	P/S	SW/FW	No. of PSDA	TOTAL CREDIT UNITS
2	-	-	2	3	3

Course Level: PG

Course Objectives: This course is a survey of the complex diversity of today's fashion industry. It introduces the process of how the fashion business works in sequential order from the concept to the consumer. It provides an overview of fashion design, production, distribution, and merchandising and will give an understanding of the fashion industry as a whole. Students learn the vocabulary of the field, the structure of the industry, domestic and foreign designers, and historical as well as contemporary influences on fashion. The motivations of dress, theories of fashion adoption and the fashion lifecycle are explored as sources of information to establish fashion statements and forecast fashion trends.

Prerequisites: -

Course Contents/Syllabus:

	Weightage%
Module I Introduction to fashion & Fashion Development	10
Descriptors/Topics Meaning and importance of fashion; Terminology; components of fashion; Intangibles of fashion; principles of fashion: misconceptions about fashion Fashion life cycle; predicting the movement of fashion; fashion adaptation; fashion consumers; fashion leaders and followers	
Module II The environment of Fashion	10
Descriptors/Topics Demographic and geographic environment; Psychographics and behavioral segmentation; economic environment	
Module III The Textile Industry	10
Descriptors/Topics Introduction to textiles, major segments of the textile industry, market planning for apparels, Primary and secondary sources of fabric buying and selling of finished fabric	
Module IV The fashion business & Global Fashion Markets	15

<p>Descriptors/Topics</p> <p>Economic importance of the fashion business; the primary level; the secondary level; the retail level; the auxiliary level; diversity, competition and innovation</p> <p>Markets in USA, European markets, Middle East, South East Asian Markets</p>	
<p>Module V: Effects of the industrial revolution on fashion</p>	15
<p>Descriptors/Topics – Study of the effect of the industrial revolution on the Global fashion, development of spinning jenny, mules & machines, Industrialization, development of departmental stores</p>	
<p>Module VI Mass production of clothing</p>	15
<p>Descriptors/Topics</p> <p>Ready – to- wear and custom tailoring; Couture Collection.</p> <p>Global scenario, status, economic importance, exports, policy issues, action plan, SWOT Analysis</p>	
<p>Module VII Accessories</p>	10
<p>Descriptors/Topics Basic categories of accessories, main centers of production & Fashion Accessory Business</p>	
<p>Module VIII Global business issues in fashion and textiles</p>	15
<p>Descriptors/Topics Ethical issues, people, environmental issues & country issues , Standards and labeling,</p>	

Fast fashion, cheap fashion, Trade tariffs and barriers	
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Course Learning Outcomes:

At the end of the course the students will develop ability to:

- 1. Remembering and demonstrating a clear understanding of the different terminologies used in fashion.**
- 2. Apply different terminologies to fashion markets.**
- 3. Analyze and evaluate the fashion life cycle of any fashion products.**
- 4. Analyze and interpret the fashion in areas of textile industry , fashion business, global fashion markets.**

Pedagogy for Course Delivery:

- Power Point Presentations**
- Informed Learning**
- Small-Group Work/Discussion**

List of Professional Skill Development Activities (PSDA):

- Simulation
- Review
- Group Discussion

Lab/ Practicals details, if applicable:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
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Mapping Continuous Evaluation components/PSDA with CLOs

Bloom's Level >	Remembering	Understanding	Applying	Analysing	Evaluating
Course Learning Outcomes	CLO1	CLO1	CLO2	CLO3 & 4	CLO3
Assessment type/PSDA					
Project		✓	✓	✓	✓
Class Test	✓	✓	✓	✓	✓
Home Assignment		✓	✓	✓	✓
Class Quiz	✓	✓	✓	✓	✓
Attendance		✓			
End term	✓	✓	✓		✓

Examination					
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Text Reading:

- **Dickerson G kitty, Inside the fashion business**
- **Clodfelter Richard, Retail buying from Basics to Fashion**

References:

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Additional Reading:

- **Bryant O Nancy, Leslie Davis Burns , The business of Fashion**
- **Kathryn Mc Kelvey, Fashion Design Process, Innovation and Practice**
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Any other Study Material:

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