

B.VOC FASHION TECHNOLOGY AND MERCHANDISING

The B.Voc course in Fashion Technology and Merchandizing was granted to the college by the University Grants Commission (UGC) in 2018. The course has been designed to suit the contemporary requirements of the industry and aims at promoting skill development and entrepreneurship among students. The department conducts industrial visits to various centres of repute in the fashion industry and encourages students to showcase and market their skills at various fora. In order to encourage innovation, Team B.Voc has formed the Innovation Cell for Vocational Studies which comprises a start-up for fashion-related entrepreneurship, providing consultancy services and fashion products at nominal rates.

PROGRAMME OUTCOME

PO1 : Graduates will be equipped with the necessary knowledge, technical, creative and managerial skills in fashion designing.

PO2 : Graduates will be able to communicate effectively with the industry hierarchy.

PO3 : Graduates will have knowledge about health, safety and legal issues in Fashion industry.

PO4 : Graduates will have knowledge and understanding of related norms and ethics in Fashion industry.

PO5 : Graduates will be able to undertake responsibility either as an individual or as a team member.

PROGRAMME SPECIFIC OUTCOME

PSO1 : Graduates will be able to make a design collection, prepare prototype garments for the collections and evaluate the design development process.

PSO2 : Graduates will be able to maintain their work area, tools and machines. PSO3 :

Graduates will be able to maintain health, safety and security at workplace. PSO4 :

Graduates will be able to execute the export operations.

PSO5 : Graduates will be able to start their own business.

PSO6 : Graduates will be able to market their products effectively.

PSO7: Graduates will be able to work as a quality controller

COURSE OUTCOME

FIRST SEMESTER		
SE CODE	COURSE TITLE	COURSE OUTCOME
01	ng and Speaking Skills in English	ing the science of English language to students in order to make them familiarize with the global intelligibility of English. e communication in English to make them confident for different situations.

		ment of reading efficiencies and strategies.
102	Business	<p>art basic computer knowledge skills this is necessary to work in the up to date industry.</p> <p>gram ensures the students capability in working with the computer for running any business units.</p>
103	Introduction to Fashion Business	<p>Knowledge of Fashion terminologies.</p> <p>Knowledge of growth of fashion industry.</p> <p>Information about major international and Indian Fashion designers and their styles of work.</p> <p>Knowledge of various stages of Fashion product development.</p> <p>Ability to develop a fashion product.</p> <p>Ability to forecast trends. Awareness about the industry, new trends and opportunities and diversification possibilities in the field of fashion</p>
104	Basics of Textiles	<p>Knowledge about textile fibers and their uses.</p> <p>Understanding about various kinds of fabrics, their structure and the utility.</p> <p>Knowledge about Textile finishes, textile dyeing and printing.</p> <p>Knowledge about Indian traditional textiles and other textiles available in the market.</p> <p>Knowledge about basic hand embroidery stitches and other surface ornamentation techniques.</p>

05	ction to Fashion Art	<p>dge about basic sketching techniques. Knowledge about application of various painting mediums.</p> <p>to draw a fashion figure or a Croqui with proportion.</p> <p>to draw various poses required for fashion illustration.</p>
06	1	<p>udent will be able develop a home furnishing product range using the knowledge and skills acquired in the first semester.</p>
SECOND SEMESTER		
201	; and Presentation Skills in English	<p>urse aims to disappear their presentation phobia and improves their writing skill without grammatical errors.</p>
202	of world Costume	<p>dge about different costume, culture, and cultural environment.</p> <p>To understand the costume evolution from necessity driven basics to flamboyant styles, to examine the range and diversity of costume, coiffure and ornaments in various ages in variety of styles based on classes and communities.</p>
203	ery and Equipment	<p>In Machinery and Equipment students can understand various textile industry machines and their operating mechanism and sequence of garment construction methods</p>

04	ts of Fashion Design	<p>Knowledge about the design elements and principles and its application in fashion designing.</p> <p>Development of surface rendering techniques to visualize different features of garment collectively.</p> <p>Ability to draw techpack.</p>
05	Making and Garment Construction	<p>Ability to draft pattern and construct Ladies wear.</p> <p>Ability to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.</p> <p>Understanding of fitting, problems and solutions</p> <p>Ability to correct the fit of a garment.</p>
06	hip I	<p>Understanding of working of a design house.</p> <p>Ability to communicate with the coworkers.</p> <p>Ability to work in a Fashion House as Fashion Designer.</p>
THIRD SEMESTER		
01	les of Management	<p>This course will introduce fundamental concepts in management including individual characteristics and mechanisms and group mechanisms with a special focus on two important outcomes, management practices and organizational commitment.</p> <p>Equip knowledge about the organization</p>

		<p>structure, its types of organization structure, delegation of authority. Determine about the global environment and the fundamentals of liberalization, globalization and international management.</p>
302	l Industry and Quality Control	<p>. Understanding of stages of apparel production. Knowledge about quality factors and norms. Knowledge about various types of labelling and Packaging. Knowledge about special machineries in Ap Industry. Knowledges about various Laws and Regulations related to textiles.parel</p>
303	n Merchandising & Marketing	<p>Awareness regarding the importance of fashion merchandising and marketing. Knowledge about methods of merchandising and marketing. Knowledge about various rights and compliances.</p>
04	g Fundamentals	<p>Knowledge of the basic principles of draping. Ability to construct garments using draping.</p>
05	Making & Garment Construction-Womens and Children's Wear	<p>Ability to take body and form measurements for children's wear. Ability to draft pattern and to construct kid's wear.</p>
FTMS306	Project II	<p>The student will be able to develop a garment range using draping and to merchandise it with proper styling. Student will be able to apply all the skills learned in second year.</p>

01	Skill & Personality Development	<p>To develop business communication skills of students by improving their speaking, listening and writing skills.</p> <p>To provide exposure to real world communication by presenting various real world business communication challenges in class-room structure.</p>
02	International Trade & Marketing	<p>To introduce students to international trade and marketing</p> <p>Knowledge of Export documentation.</p> <p>Knowledge of norms and laws for export.</p>
03	Digital Fashion Illustration	<p>Knowledge of various medium for stylization of croqui and its application. Ability to create their own style of illustration.</p> <p>Colour rendering in different media keeping fabric qualities.</p>
04	Computer Aided Design	<p>Ability to develop boards using ADOBE PHOTOSHOP.</p> <p>Ability to develop designs using ADOBE ILLUSTRATOR.</p> <p>Ability to make patterns and grade it using REACH CAD.</p>
05	Making & Garment Construction - Men's Wear	<p>Understanding of basic fundamentals of men's wear.</p> <p>Ability to develop proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage. Ability to develop men's garments.</p>
06	Exporting II	<p>Understanding of various process of garment exporting.</p> <p>Knowledge of activities in an export house.</p>

FIFTH SEMESTER

501	Environmental Studies	Knowledge of multidisciplinary nature of environmental studies Awareness of biodiversity and its conservation Relate Environment and business Understand the concepts and ideas behind Green Entrepreneurship Understand Human Rights.
502	Research Methodology & Statistics	Make the students familiar with procedural aspects of research. A general outlook of certain statistical test which are useful to researchers in various fields Introduce students to the basic framework of research process. Provide students with an understanding of various research designs and techniques. Introduce students to various sources of information for literature review and data collection.

		different statistical tests.
503	preciation	<p>Knowledge of art through ages & its impact upon lifestyle & fashion.</p> <p>Ability to create innovative paintings inspired by the characteristics of world art & application of art in fashion.</p>
04	ory Designing	<p>Ability to develop accessories so they can complement their garment designs with appropriate accessories. Knowledge of various materials used for accessory making.</p> <p>Ability to develop eco friendly accessories. Knowledge of types of accessories.</p> <p>Ability to develop accessories according to a theme.</p>
05	Fashion Studio	Deep knowledge of Fashion studio software tools and applications. Ability to develop styles using Fashion Studio software.
06	III	<p>The students will be able to identify artisanal problem and find solution for it by product development.</p> <p>Ability to market their product.</p> <p>Ability to brand a product.</p>
SIXTH SEMESTER		
501	neurship Development	<p>Have the ability to discern distinct entrepreneurial traits.</p> <p>Know the parameters to assess opportunities and constraints for new business ideas.</p>

		Understand the systematic process to select and screen a business idea and design strategies for successful implementation of ideas.
502	Accounting for Apparel Industry	Understanding of cost factors and calculation methods. Assessment of cost of garments.
503	Merchandising	Knowledge about boutique management. Knowledge about terminologies, types and display of boutique. Learn about funding agencies, business operation plans, sourcing and costing products. Ability to control inventory and human resource. Ability to market goods effectively.
504	Collection Line Development	to develop a collection according to a theme.
505	Portfolio Presentation	Learn to present their work in a professional manner. Students will be confident in showing their skills and talents.
506	Shop III	Student gets a full idea of day to day activities of a boutique. Understand various problems faced in the day to day activities and its solution. Learn to handle the customers and other staff in a boutique.

Our Team

Nodal Officer

Dr.Minu Susan Koshy

Faculty Members

Ms. Anitta Benny

Ms. Jeshy Varghese

Ms.Arya M.L.

ACHIEVEMENTS

- SreelakshmiSreej (27-9-2019) was selected as the finalist at the All Kerala Designing Hunt by GITD
- Anakha C.J was selected as the finalist at the All Kerala Designing Hunt by GITD
- MadhumitaSanthosh won the online selfie contest 2019-2020
- VidhyaViswambaran (25-10-2019) bagged the Best Fielder of the Match Trophy for Kerala under-19 girls Travancore Cricket Cup 2019, held at Trivandrum
- VidhyaViswambaran (Team captain) bagged the 3rd prize for Soft Ball Competition as a part of the M.G University Championship League.

ACTIVITIES

- Industrial visit to Chendamangalam Handloom Industry, North Paravoor, on 28-12-2018 for a detailed study of fabric construction and finishing methods.
- Visit to Kochi -Muziris Biennale, the international exhibition of contemporary art held in Kochi, on 30-1-2019, for a study of various artworks across a variety of mediums including painting, sculpture and performance art. Also participated in small educational workshops which were conducted as a part of Biennale.
- Two week internship at Glow, the Designer Hub, Ernakulam for (2018-2021 batch) first year students as a part their academic program from 11-4-2019.
- Conducted an exhibition named 'Incredible 2019' as a part of National Tourism day. Students showcased various works of art including handicrafts, miniature dress forms paintings, handmade accessories, embroideries and textile samples.
- Conducted a fashion show of Indo-Western costume in March 2019.
- Conducted various activities as part of 'Meraki 2019', celebrating World Fashion Day.

HIGHLIGHTS OF THE COURSE

- Regular industrial visits and interaction with experts
- Industry-exposure and readiness

- Real-time training in fashion technology, designing and merchandizing
- Summer internships
- Placement services