

BIKANER TECHNICAL UNIVERSITY, BIKANER



SCHEME OF B. DESIGN.

FASHION COMMUNICATION

Effective from session 2020-21

Teaching and Examination Scheme
B.Design.: Fashion Communication
2nd year – III Semester

S.No.	Category	SUBJECT CODE	Course Title	Hours		Marks			Cr.
				L	P	IA	ETE	Total	
THEORY									
1	PCC	BODFC 301	INTRODUCTION TO MARKETING	2	0	20	80	100	2
2		BODFC 302	FASHION ORIENTATION	2	0	20	80	100	2
3		BODFC 303	FASHION JOURNALISM	2	0	20	80	100	2
SUB TOTAL				6	0	60	240	300	6
PRACTICAL & SESSIONAL									
4	PCC	BODFC 304	COMMUNICATION CONCEPTS – I	0	4	60	40	100	2
5		BODFC 305	COMMUNICATION PROCESSES – I	0	6	90	60	150	3
6		BODFC 306	COMPUTER GRAPHICS- II	0	2	30	20	50	1
7		BODFC 307	PHOTOGRAPHY - I	0	2	30	20	50	1
8		BODFC 308	PROJECT -I	0	6	90	60	150	3
9	SI	BODFC 309	SUMMER PROJECT	0	2	30	20	50	1
10	SOECA	BODFC 310	Social Outreach, Discipline and Extra Curricular Activities	0	0	0	0	25	0.5
SUB TOTAL				0	22	330	220	575	11.5
TOTAL OF III SEMESTER				6	22	390	460	875	17.5

L = Lecture

P = Practical

IA = Internal Assessment

ETE = End Term Exam

Cr = Credits

Dr. Neelan

Pooheegam

Malya Gangwar

[Signature]

Teaching and Examination Scheme
B.Design. : Fashion Communication
2nd year – IV Semester

S.No.	Category	SUBJECT CODE	Course Title	Hours		Marks			Cr.
				L	P	IA	ETE	Total	
THEORY									
1	PCC	BODFC401	CONSUMER BEHAVIOR IN FASHION	2	0	20	80	100	2
SUB TOTAL				2	0	20	80	100	2
PRACTICAL & SESSIONAL									
2	PCC	BODFC 402	COMMUNICATION CONCEPTS – II	0	6	90	60	150	3
3		BODFC 403	COMMUNICATION PROCESSES – II	0	6	90	60	150	3
4		BODFC 404	DIGITAL MARKETING	0	6	90	60	150	3
5		BODFC 405	PHOTOGRAPHY - II	0	6	90	60	150	3
6		BODFC 406	PROJECT -II	0	6	90	60	150	3
7	SODECA	BODFC 407	Social Outreach, Discipline and Extra Curricular Activities	0	0	0	0	25	0.5
SUB TOTAL				0	30	450	300	775	15.5
TOTAL OF IV SEMESTER				2	30	470	380	875	17.5

L = Lecture

P = Practical

IA = Internal Assessment

ETE = End Term Exam

Cr = Credits


Dr. Neelam


Prashantgaur


Malvika Gangwar

