



# **SAVITRIBAI PHULE PUNE UNIVERSITY**

## **REVISED SYLLABUS FOR BACHELOR OF DESIGN (2023 pattern)**

### **PROGRAMME DETAIL**

#### **FOURTH YEAR**

**(To be implemented w.e.f. A.Y. 2026-27)**

**BOARD OF STUDIES IN DESIGN**

**FACULTY OF SCIENCE AND TECHNOLOGY**

**Bachelor of Design**  
**Credit Structure**  
**Fourth Year - Interior Design**

Semester 7										
S. No.	Course Code	Course name	L	St	CH	Cr	Th	SS	SV	Total Marks
1	42026133	Industrial Training	--	--	--	20	-	-	300	300
<b>Total Marks = 300</b>										

Semester 8										
S. No.	Course Code	Course name	L	St	CH	Cr	Th	SS	SV	Total Marks
1	42026134	Graduation Project	2	24	26	14	-	-	500	500
2	42026135	Entrepreneurship	2	2	4	3	-	100	-	100
3	42026136	Electives 5	2	2	4	3	-	-	100	100
			<b>6</b>	<b>28</b>	<b>34</b>	<b>20</b>	<b>-</b>	<b>100</b>	<b>600</b>	<b>700</b>
<b>ILH = 6</b> Independent learning Hours should be allotted according to the academic requirement of respective subjects.								<b>Total Marks = 700</b>		

**Bachelor of Design**  
**Credit Structure**  
**Fourth Year- Product Design**

Semester 7										
S. No.	Course Code	Course name	L	St	CH	Cr	Th	SS	SV	Total Marks
1	42026234	Industrial Training	-	-	-	20	-	-	300	300
									<b>Total Marks = 300</b>	

Semester 8										
S. No.	Course Code	Course name	L	St	CH	Cr	Th	SS	SV	Total Marks
1	42026235	Graduation Project	2	24	26	14	-	-	500	500
2	42026236	Design Management	2	2	4	3	-	100	-	100
3	42026237	Entrepreneurship	2	2	4	3	-	-	100	100
			<b>6</b>	<b>28</b>	<b>34</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>700</b>
<b>ILH = 6</b> Independent learning Hours should be allotted according to the academic requirement of respective subjects.							<b>Total Marks = 700</b>			

**Bachelor of Design**  
**Credit Structure**  
**Fourth Year- Set Design**

<b>Semester 7</b>										
<b>S. No.</b>	<b>Course Code</b>	<b>Course name</b>	<b>L</b>	<b>St</b>	<b>CH</b>	<b>Cr</b>	<b>Th</b>	<b>SS</b>	<b>SV</b>	<b>Total Marks</b>
1	42026334	Industrial Training	--	--	--	20	-	-	300	300
<b>Total Marks = 300</b>										

<b>Semester 8</b>										
<b>S. No.</b>	<b>Course Code</b>	<b>Course name</b>	<b>L</b>	<b>St</b>	<b>CH</b>	<b>Cr</b>	<b>Th</b>	<b>SS</b>	<b>SV</b>	<b>Total Marks</b>
1	42026335	Graduation Project	2	24	26	14	-	-	500	500
2	42026336	Design Management	2	2	4	3	-	100	-	100
3	42026337	Entrepreneurship	2	2	4	3	-	-	100	100
			<b>6</b>	<b>28</b>	<b>34</b>	<b>20</b>	<b>-</b>	<b>100</b>	<b>600</b>	<b>700</b>
<b>ILH = 6</b> Independent learning Hours should be allotted according to the academic requirement of respective subjects							<b>Total Marks = 700</b>			

## Bachelor of Design

### Credit Structure

#### Fourth Year - Furniture Design

Semester 7										
S. No.	Course Code	Course name	L	St	CH	Cr	Th	SS	SV	Total Marks
1	42026434	Industrial Training	-	-	-	20	-	-	300	300
<b>Total Marks = 300</b>										

Semester 8										
S. No.	Course Code	Course name	L	St	CH	Cr	Th	SS	SV	Total Marks
1	42026435	Graduation Project	2	24	26	14	-	-	500	500
2	42026436	Design Management	2	2	4	3	-	100	-	100
3	42026437	Entrepreneurship	2	2	4	3	-	-	100	100
			<b>6</b>	<b>28</b>	<b>34</b>	<b>20</b>	<b>-</b>	<b>100</b>	<b>600</b>	<b>700</b>
<b>ILH = 6</b> Independent learning Hours should be allotted according to the academic requirement of respective subjects.							<b>Total Marks = 700</b>			

# **B. DES.**

REVISED SYLLABUS (2026 - 27)

FOURTH YEAR - INTERIOR DESIGN

SEMESTER 7

<b>INDUSTRIAL TRAINING</b>		
<b>COURSE CODE</b>	42026133	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> --	<b>Sessional (SV)</b>	<b>300</b>
	Sessional CIA	150
	SV	150
	Paper: Nil	
<b>TOTAL MARKS</b>	300	
<b>TOTAL CREDITS</b>	20	

The aim of introducing a period of 90 to 120 days of Industrial training for the students is to enable them undergo practical training to gain exposure of the Professional Practice and get hands on experience.

#### **COURSE OBJECTIVE:**

It shall give the students the firsthand experience of dealing with the live projects of various typologies and domains.

The students should be able to learn and understand about project management, resource management and execution challenges

#### **COURSE CONTENT:**

1. The period for the Industrial/Practical Training will commence in the seventh semester of the fourth year
2. The students are expected to work with a firm/industry/organization where Interior Design and its related practice are being carried out. The student shall work under the guidance of a professional who has an experience of working in the respective field of Interior Design of not less than five years.
3. The student (If needed in consultation with faculty member. Training and Placement.) Will decide very carefully and meticulously about their placement as they are expected to learn best ethics in Professional Practice and produce quality work.
4. The total duration of the training will be minimum 90 days to 120 days maximum excluding the holidays.
5. The evaluation of the work done during the Industrial/Professional Training shall be evaluated at the end of Seventh Semester of the fourth year.

#### **SUBMISSION REQUIREMENT:**

1. The student shall prepare an elaborate training report, documenting the work done during the training periods, in the respective offices, firms, organization. The documentation is expected to happen every week, by maintaining a detailed report of the work done, site or field visit done, any research report or documentation done, interviews or meetings attended, data collected, interaction with the principal designer, client or authority done, with the seal of the firm and organization.

2. The work certificate on the official letterhead of the respective office clearly mentioning the duration and students performance duly signed by the Principal Designer.
3. The logbook issued by the Institutes shall be filled weekly and duly signed by the Principal Designer.
4. The student shall produce the above mentioned training report, work certificate and log book at the time of Viva Voce examination. She/he shall also produce the drawings done by him/her with the permission of the employer to indicate the kind of work he/she has carried out.

### **SESSIONAL ASSESSMENT AND VIVA VOCE**

1. The sessional and viva voce assessment shall be done jointly by the internal and external examiner and the allocation of the marks shall be as stipulated in the syllabus.
2. The experience, knowledge gained in the form of drawings etc. should be certified by the principal Designer, on his official letterhead, clearly stating the performance of the student, in the form of drawings, site visit, market survey etc. The log book issued by the institute shall be filled weekly and duly signed by the principal designer, is mandatory.

### **COURSE OUTCOME:**

Gain comprehensive knowledge and hands-on experience in the stages involved in Interior Design projects.

Learn about manufacturing methods of different design products.

Equip students with practical experience and skills necessary for a career in Interior design.

# **B. DES.**

REVISED SYLLABUS (2026 - 27)

FOURTH YEAR - INTERIOR DESIGN

SEMESTER 8

<b>GRADUATION PROJECT</b>		
<b>COURSE CODE</b>	42026134	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 24 studio TOTAL = 26 hrs/week	<b>Sessional (SV)</b>	<b>500</b>
	Sessional CIA	250
	SV	250
	Paper: Nil	
<b>TOTAL MARKS</b>	500	
<b>TOTAL CREDITS</b>	14	

### **COURSE OBJECTIVE:**

To enable students, to undertake an interior design project and its development process independently.

He/she should be able to demonstrate skill sets and knowledge acquire in prior design academic course and its application in the graduation process.

### **COURSE CONTENT:**

1. The graduation project shall consist of design research, analysis and synthesis, and proposed design solution.
2. Scale in terms of area should be greater or equivalent to the design projects handled in previous semesters.
3. Scale can also be defined in terms of its conceptual intensity or detailing done, to glorify the required character of the project.
4. Scale can also be defined volumetrically, or spatially (by space planning).
5. Application of services and other allied subjects like landscaping to enhance the scale of the project.

### **SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

The sessional work for the graduation project shall consist of the following:

#### **A) Design research report:**

Design research shall consist of Introduction of the Project typology, Synopsis, Methodology, Typology specific Data required (Standard to Technical) Case Studies and its analysis

#### **B) Design demonstration:**

Drawings on appropriate Scales on:

Site selection and analysis, Design brief, Ideation and Design development, Study Models considering requirements of the Design typology.

Furniture Layout Plans, Sections and elevations to explain the Design scheme, Technical drawings, false ceiling, partitions, etc.

Services drawing, (Water supply, drainage, HVAC, Fire, & Acoustics (whichever applicable)).

Rendered views

**Guidelines for Formatting of the report:**

Students shall submit a copy of the report duly signed by the guide, Head of the department and Principal.

Standard convention for giving references, writing bibliography, annotating figures/tables shall be followed. Other details of report preparation should be given by respective institute.

**SESSIONAL ASSESSMENT:**

1. The internal assessment of the graduation project shall be carried out stage wise as decided by the individual institute.
2. The final assessment in the examination shall be done by both the Internal and external Examiner/s in which the student shall display his work.
3. The individual Institute shall invite the guides specializing in the various disciplines for guiding students.
4. The academicians or professional guiding the students must possess minimum of five years of teaching or professional experience.

**COURSE OUTCOME:**

Students will be able to complete an interior design project from concept to presentation, demonstrating technical expertise, functionality, creativity, ensuring design requirements.

**Recommended reading:**

- Time Savers standards of Interior design.
- Neuferts standards.
- All books relevant for the research and synthesis of the graduation project wise.

<b>ENTREPRENEURSHIP</b>		
<b>COURSE CODE</b>	42026135	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 2 Studio TOTAL =4 hrs/week	<b>Sessional (SS)</b>	<b>100</b>
	Sessional CIA	50
	SS	50
	Paper: Nil	
<b>TOTAL MARKS</b>	100	
<b>TOTAL CREDITS</b>	3	

### **COURSE OBJECTIVE:**

To develop a spirit of entrepreneurship amongst budding Interior Designers and empower and encourage students to be "Entrepreneur".

The program aims to build skills for professional development in Interior Design, while encouraging innovative business ideas and exploring new entrepreneurial opportunities.

### **COURSE OUTLINE:**

**Unit 1:** Developing the mind-set of being an entrepreneur

**Unit 2:** Basic knowledge of Entrepreneurship, business management, finance and Law.

**Unit 3:** Basic Entrepreneurial skills - Lateral thinking, problem solving, Oratory, Human Resource Management, Time management, Finance management, Office Administration and essential Software skills, etc.

**Unit 4:** New vistas of Interior Design entrepreneurship in the 21st century environment to generate innovative business models

### **COURSE DETAILS:**

#### **Unit 1: Developing the mind-set of being an entrepreneur**

a) Meaning and concept of entrepreneurship, history-of-entrepreneurship development, role of entrepreneurship in economic development, factors affecting entrepreneurship, Types of entrepreneurs, examples & barriers to entrepreneurship. Skills of leadership, leaving the 'employee mentality & developing the entrepreneur mindset.

b) Introduction to the concept of "Entrepreneurship"

Assignment: Essay writing (1500-2000 words)

#### **Unit 2: Basics of Business Management**

- Entrepreneurship, business management, finance and IPR
- Fundamentals of Business - types of professional organizations -
- Basics of Accountancy and Finance Management, & Investment planning
- Introduction to business planning, understanding market needs, gaining marketing intelligence, survey and analysis of efficiency and productivity,
- Market analysis, risk assessment, managing competition, etc.
- Introduction to Intellectual Property Rights

### **Unit 3: Basic Entrepreneurial Skills Development**

- Need to practice: Why practice? Where to start? Who to look at? What to look for?
- Introduction to the changing face of Interior Design & the scope of diversification into activities allied to Architecture
- 6 Introduction to Lateral thinking and developing problem solving approach.
- Basics of People (HR) Management -
- Importance and ways of Team Building
- Importance of Time management
- Need for developing Software skills

### **Unit 4: Developing a Business Model**

- New vistas of Interior Design entrepreneurship in the 21st century environment to generate innovative business models
- Developing a Business Model. Understanding the importance of Team, steps to create Business Models, types of Models and finally creating a product that is market ready.
- Exposure to Case Studies of Entrepreneurs and their journeys

### **SESSIONAL ASSESSMENT:**

- Totally 3 assignments to be done for this course.
- One assignment to mandatorily cover two Case Studies of entrepreneurs (One Interior Designer and the other allied) done individually and to be presented as seminar to the class
- Choice of other two assignments can be done individually or in a group of two (as per Units) is left to the discretion of the individual college. Considering that this is a Semester VIII subject, the faculty is expected to outline the broad contours and sub-aspects of Entrepreneurship Development, including basic principles, role play, case studies, and its application in the professional field.
- The students are expected to present the work done in an A4 report format of minimum 25 pages, to include summary of interactions, essays, Class notes, Case Studies and Sessional work prescribed by the faculty with a signed certificate from the concerned Teacher / Expert stating that the study was carried out under his/her guidance, and countersigned by the Principal / Academic coordinator.

### **TEACHING METHODOLOGY:**

Regular presentation of students work and group discussions shall be undertaken.

Online E resources, E Libraries should be advised for readings related to Design Management.

Online Lectures for some topics from NPTEL, Coursera can be organized.

### **COURSE OUTCOME:**

To develop entrepreneurial strategies

To identify business opportunities, develop viable business models, and launch successful ventures

**RECOMMENDED READINGS:**

1. Manual of Architectural Practice - Council of Architecture publication- Vol 185
2. How to Win Friends and Influence People by Dale Carnegie
3. Who Moved My Cheese? by Spencer Johnson 4. Thinking, Fast and Slow by Daniel Kahneman
5. The 4-Hour Workweek by Timothy Ferriss
6. The Art of Non-Conformity by Chris Gillebeau
7. The Entrepreneur Mind by Kevin D. Johnson
8. Design-Centered Entrepreneurship by Min Basadur, Michael Goldsby
9. Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing
10. Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World by Gary Vaynerchuk
11. Lateral Thinking - Edward De Bono
12. Fundamentals of Intellectual property Rights- Ramkrishna B and Anilkumar H.S

<b>ELECTIVES 5</b>		
<b>COURSE CODE</b>	42026136	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT PERIOD PER WEEK</b> 2 Lectures + 2 Studio TOTAL = 4 hrs/week	<b>Sessional (SV)</b>	<b>100</b>
	Sessional CIA	50
	SV	50
	Paper: Nil	
<b>TOTAL MARKS</b>	100	
<b>TOTAL CREDITS</b>	3	

**Course Objective:**

To allow the students to study a subject of their interest and develop theoretical as well as practical understanding of the same.

**Course Outline:**

- Colleges have to develop course outline for the elective they wish to offer such that theoretical as well practical aspects are covered linking them to the Design field.
- Apart from lectures delivered by the subject resource persons, self study in form of hands on workshop / field work/ review of literature / seminar or any suitable format of learning may be adopted.
- A list of Electives is suggested in **Annexure A- in Programme Structure & Rules**. The Institutes can refer it or offer any other subject in Elective.

As mentioned in the *RULE NO.13: OTHER RULES, Programme Structure & Rules*, a student may adhere to a particular stream of elective of his/her choice and nurture his/her area of interest and develop his/her expertise.

However the student should not repeat a particular elective.

# **B. DES.**

REVISED SYLLABUS (2026 - 27)

FOURTH YEAR - PRODUCT DESIGN

SEMESTER 7

<b>INDUSTRIAL TRAINING</b>		
<b>COURSE CODE</b>	42026234	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> --	<b>Sessional (SV)</b>	<b>300</b>
	Sessional CIA	150
	SV	150
	Paper: Nil	
<b>TOTAL MARKS</b>	300	
<b>TOTAL CREDITS</b>	20	

The aim of introducing a period of 90 to 120 days of Industrial training for the students is to enable them undergo practical training to gain exposure of the Professional Practice and get hands on experience.

#### **COURSE OBJECTIVE:**

It shall give the students the firsthand experience of dealing with the live projects of various typologies and domains.

The students should be able to learn and understand about project management, resource management and execution challenges

#### **COURSE CONTENT:**

1. The period for the Industrial/Practical Training will commence in the seventh semester of the fourth year.
2. The students are expected to work with a firm/industry/organization where Product design and its related practice are being carried out. The student shall work under the guidance of a professional who has an experience of working in the respective field of product design of not less than five years.
3. The student (If needed in consultation with faculty member. Training and Placement.) Will decide very carefully and meticulously about their placement as they are expected to learn best ethics in Professional Practice and produce quality work.
4. The total duration of the training will be minimum 90 days to 120 days maximum excluding the holidays.
5. The evaluation of the work done during the Industrial/Professional Training shall be evaluated at the end of Seventh Semester of the fourth year.

#### **SUBMISSION REQUIREMENT**

1. The Students shall prepare an elaborate Training report documenting the work done in the respective offices/firms/industry/organization week by week which will cover detailed records of the work done in the office, site or field research report, interviews or data

collected, interaction with principal Designer, vendors or clients etc. The report shall be duly signed by the Principal Designer with the seal of the organization.

2. The work certificate on the official letterhead of the respective office clearly mentioning the duration and students performance duly signed by the Principal Designer.

3. The logbook issued by the Institutes shall be filled weekly and duly signed by the Principal Designer.

4. The student shall produce the above mentioned training report, work certificate and log book at the time of Viva Voce examination. She/he shall also produce the drawings done by him/her with the permission of the employer to indicate the kind of work he/she has carried out.

### **SESSIONAL ASSESSMENT AND VIVA VOCE**

1. The sessional and viva voce assessment shall be done jointly by the internal and external examiner and the allocation of the marks shall be as stipulated in the syllabus.

2. The experience, knowledge gained in the form of drawings etc. should be certified by the principal Designer, on his official letterhead. Clearly stating the performance of the student, in the form of drawings, site visit, market survey etc. The log book issued by the institute shall be filled weekly and duly signed by the principal designer, is mandatory.

### **COURSE OUTCOME:**

Gain comprehensive knowledge and hands-on experience in the stages involved in Product Design.

Learn about manufacturing methods of different design products.

Equip students with practical experience and skills necessary for a career in product design.

# **B. DES.**

REVISED SYLLABUS (2026 - 27)

FOURTH YEAR - PRODUCT DESIGN

SEMESTER 8

<b>GRADUATION PROJECT</b>		
<b>COURSE CODE</b>	42026235	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 24 studio TOTAL = 26 hrs/week	<b>Sessional (SV)</b>	<b>500</b>
	Sessional CIA	250
	SV	250
	Paper: Nil	
<b>TOTAL MARKS</b>	500	
<b>TOTAL CREDITS</b>	14	

**COURSE OBJECTIVE:** To enable students, undertake a Product design and development process independently. She/he should be able to demonstrate Process, knowledge and skills acquired in the previous years of academic learning.

**COURSE CONTENT:**

The Graduation Project shall consist of design research, synthesis and design demonstration through the self-initiated process demonstrating all the knowledge and skills learned in the previous academic years.

**SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

The sessional work for the graduation project shall consist of the

**A. Design research report.**

Introduction of topic selected, Methodology, Research done, Data analysis.

**B. Presentation of the research:** Design brief, Ideation, Final Concept with design development and detailing, Technical drawings, Product renders, Study models, proof of concept and Prototyping of 3D models with photographs.

**Graduation project Report guidelines:**

Students shall submit a copy of the report duly signed by the guide, Head of the department and Principal.

Standard convention for giving references, writing bibliography, annotating figures/tables shall be followed. Other details of report preparation should be given by respective institute.

**SESSIONAL ASSESSMENT:**

1. The internal assessment of the graduation project shall be carried out stage wise as decided by the individual institute.
2. The final assessment in the examination shall be done by both the Internal and external Examiner/s in which the student shall display his work.
3. The individual Institute shall invite the guides specializing in the various disciplines for guiding students.
4. The academicians or professional guiding the students must possess minimum of five years of teaching or professional experience.

**Recommended Reading:**

All the books relevant for the research and synthesis of the graduation project work.

<b>DESIGN MANAGEMENT</b>		
<b>COURSE CODE</b>	42026236	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 2 studio TOTAL = 4 hrs/week	<b>Sessional (SS)</b>	<b>100</b>
	Sessional CIA	50
	SS	50
	Paper: Nil	
<b>TOTAL MARKS</b>	100	
<b>TOTAL CREDITS</b>	3	

### **COURSE OBJECTIVE:**

To make students aware about design management as practice and profession.

To equip students to identify the various steps for effective completion of all types of Projects.

### **COURSE CONTENT:**

#### **Unit 1. Setting a process which helps to evolve a design from its brief to ideation:**

Understanding how design integrates with business strategy - Selection of concept, developing, detailing, prototyping, testing, refinements, and manufacturing/fabrication/deployment installations as per projects.

**Unit 2: Product development:** Single product or a range, designing a service, ambience, App, etc, focusing on each stage work, Life cycle management of Products.

**Unit 3:** Working with templates, SOPs, style guides, guidelines, formats etc. for systemisation of activities and processes.

#### **Unit 4: Project management:**

- a) Managing schedules, deadlines, coordinating with various agencies, vendors etc.
- b) Managing overlap of different activities, working simultaneously with different experts.
- c) Managing multidisciplinary teams and fostering effective communication between designers, engineers, and stakeholders.
- d) Strategic completion of work.

**Unit 5: IPR:** Study of Intellectual Property Rights and design registration procedures,

### **SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

Seminar paper presentations.

### **TEACHING METHODOLOGY:**

Regular presentation of students work and group discussions shall be undertaken.

Online E resources, E Libraries should be advised for reading related to Design Management.

**COURSE OUTCOME:**

It will equip the students with the skills to integrate design with business strategy Course enables students to lead design projects, ensuring innovation, quality, and market success.

**Recommended readings:**

1. Kathryn Best, The Fundamentals of Design Management, AVA Publishing, 2010
2. Brigitte Borja De Mozota, Design Management: Using Design to Build Brand Value and Corporate Innovation, Allworth Press, 2004
3. Ted Crawford, AIGA Professional Practices in Graphic Design, Allworth Press, 2008
4. Shan Preddy, How to Run a Successful Design Business: The New Professional Practice, Gower Publishing, Ltd., 2011
5. Kenneth B Khan, Product Planning Essentials, M E Sharpe Inc, 2011
6. John Stark; Product Lifecycle Management: 21st Century Paradigm for Product Realization, Springer, 2011
7. [Craig M. Vogel](#), [Jonathan Cagan](#); Creating Breakthrough Products: Innovation from Product Planning Program Approval, FT Press,2001
8. David L. Rainey; Product Innovation: Leading Change through Integrated Product Development, Cambridge University Press,2011
9. Cradle to Cradle\_William

<b>ENTREPRENEURSHIP</b>		
<b>COURSE CODE</b>	42026237	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 2 studio TOTAL = 4 hrs/week	<b>Sessional (SV)</b>	<b>100</b>
	Sessional CIA	50
	SV	50
	Paper: Nil	
<b>TOTAL MARKS</b>	100	
<b>TOTAL CREDITS</b>	3	

### **COURSE OBJECTIVE:**

To develop a spirit of entrepreneurship amongst budding Product / Furniture Designer, and empower and encourage students to be "Design Entrepreneurs".

To impart knowledge of the basics of entrepreneurship, management and legal aspects related to creation of new ventures

To equip students with basic skills and competencies needed for enterprise-oriented professional development in Design.

To explore new vistas of entrepreneurship to generate innovative business ideas.

### **COURSE CONTENT:**

**Unit 1:** Developing the mind-set of being an entrepreneur

**Unit 2:** Basic knowledge of Entrepreneurship, business management, finance and Law

**Unit 3:** Basic Entrepreneurial skills - Lateral thinking, problem solving, Oratory, Human Resource Management. Time management, Finance management. Office Administration and essential Software skills, etc.

**Unit 4:** New vistas of Design entrepreneurship in the 21st century environment to generate innovative business models

#### **Unit 1: Developing the mind-set of being an entrepreneur**

a) Meaning and concept of entrepreneurship, history-of-entrepreneurship development, role of entrepreneurship in economic development, factors affecting entrepreneurship, Types of entrepreneurs, examples & barriers to entrepreneurship. Skills of leadership, leaving the employee mentality & developing the entrepreneur mindset.

b) Introduction to the concept of "Entrepreneurship"

Assignment: Essay writing (1500-2000 words)

#### **Unit 2: Basics of Business Management**

a) Entrepreneurship, business management, finance and IPR

b) Fundamentals of Business-types of professional organizations

- c) Basics of Accountancy and Finance Management, & Investment
- d) planning Introduction to business planning, understanding market needs, gaining marketing intelligence, survey and analysis of efficiency and productivity, market analysis, risk assessment, managing competition, etc.
- e) Introduction to Intellectual Property Rights

**Unit 3: Basic Entrepreneurial Skills Development**

- a) Need to practice: Why practice? Where to start? Who to look at? What to look for?
- b) Introduction to the changing face of Design Profession & the scope of diversification into activities allied to Design Field
- c) Introduction to Lateral thinking and developing problem solving approach
- d) Basics of People (HR) Management-
- e) Need for developing Software skills

**Unit 4: Developing a Business Model**

- a) New vistas of Design entrepreneurship in the 21st century environment to generate innovative business models
- b) Developing a Business Model: Understanding the importance of Team, steps to create Business Models, types of Models and finally creating a product that is market ready.
- c) Exposure to Case Studies of Entrepreneurs and their journeys

**SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

- Total 3 assignments to be done for this course.
- One assignment to mandatorily cover two Case Studies of entrepreneurs (One Product Designer & the other allied) done individually and to be presented as seminar to class.
- Choice of other two assignments can be done individually or in a group of two (as per Units) is left to the discretion of the individual college. Considering this is a Semester VIII subject, the faculty is expected to set out the broad contour and sub-aspects (including basic principles, role play, case studies, application in Professional Field, etc.) of the said subject of Entrepreneurship Development.
- The students are expected to present the work done in an A4 report format of minimum 25 pages, to include summary of interactions, essays, Class notes. Case Studies and Sessional work prescribed the faculty with a signed certificate from the concerned Teacher / Expert stating that the study was carried out under his/her guidance, and countersigned by the Principal Academic coordinator.

**TEACHING METHODOLOGY:**

Regular presentation of students work and group discussions shall be undertaken.

Online E resources, E Libraries should be advised for readings related to Design Management.

Online Lectures for some topics from NPTEL, Coursera can be organized.

**COURSE OUTCOME:**

To develop entrepreneurial strategies

To identify business opportunities, develop viable business models, and launch successful ventures.

**RECOMMENDED READINGS:**

1. Manual of Architectural Practice - Council of Architecture publication- Vol 185
2. How to Win Friends and Influence People by Dale Carnegie
3. Who loved My Cheese? by Spencer Johnson
4. Thinking, Fast and Slow by Daniel Kahneman
5. The 4-Hour Workweek by Timothy Ferriss
6. The Art of Non-Conformity by Chris Gillebeau
7. The Entrepreneur Mind by Kevin D. Johnson
8. Design-Centered Entrepreneurship by Min Basadur, Michael Goldsby
- 9 Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing
10. Jab, Jab, Jab, Right Hook: blow to Tell Your Story in a Noisy Social World by Gary Vaynerchuk
11. Lateral Thinking - Edward De Bono
12. Fundamentals of Intellectual property Rights- Ramkrishna B and Anilkumar HS

# **B. DES.**

REVISED SYLLABUS (2026 - 27)

FOURTH YEAR - SET DESIGN

SEMESTER 7

<b>INDUSTRIAL TRAINING</b>		
<b>COURSE CODE</b>	42026334	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> --	<b>Sessional (SV)</b>	<b>300</b>
	Sessional CIA	150
	SV	150
	Paper: Nil	
<b>TOTAL MARKS</b>	300	
<b>TOTAL CREDITS</b>	20	

### **COURSE OBJECTIVE**

It shall give the students the first hand experience of dealing with the live projects of various domain and Genres.

The students should be able to learn and understand about project management, resource management and execution challenges.

### **COURSE CONTENT:**

1. The period for the Industrial Training will commence in the seventh semester of the fourth year.
2. The students are expected to work with a firm, Production house, Media Hub, where the student shall work under the guidance of a professional who has an experience of working in the respective field of production design of not less than five years.
3. The total duration of the training or Art Direction will be minimum of 90 to maximum 120 working days excluding the holidays.
4. The evaluation of the work done during the Industrial/Professional Training shall be evaluated at the end of Seventh Semester of the fourth year.

### **SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

1. The Students shall prepare an exhaustive Training report documenting the work done in the respective firms/production house/ media hubs etc. week by week which will cover detailed records of the work done. The report shall be duly signed by the Art Director/Concerned person/authority and designation of the authority with the seal of the firm.
2. The work certificate should be on the official letterhead of the respective firm clearly mentioning the duration and students performance duly signed by the Principal Designer.
3. The logbook issued by the institute shall be filled weekly and duly signed by the Principal Designer.

4. The student shall produce the above mentioned training report (digital or printed), work certificate and log book at the time of Viva Voce examination. She/he shall also produce the drawings done by him/her with the permission of the employer to indicate the kind of work he/she has carried out.

**SESSIONAL ASSESSMENT AND VIVA VOCE:**

1. The sessional and viva voce assessment shall be done jointly by the internal and external examiner and the allocation of the marks shall be as stipulated in the syllabus.
2. The experience, knowledge gained in the form of drawings etc. should be certified by the principal Designer, on his official letterhead, clearly stating the performance of the student, in the form of drawings, site visit, market survey etc. The log book issued by the institute shall be filled weekly and duly signed by the principal designer, is mandatory.

**COURSE OUTCOME:**

Gain comprehensive knowledge and hands-on experience in the stages involved in Set Design and Art Direction.

Equip students with practical experience and skills necessary for a career in SET design.

# **B. DES.**

REVISED SYLLABUS (2026 - 27)

FOURTH YEAR - SET DESIGN

SEMESTER 8

<b>GRADUATION PROJECT</b>		
<b>COURSE CODE</b>	42026335	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 24 studio TOTAL = 26 hrs/week	<b>Sessional (SV)</b>	<b>500</b>
	Sessional CIA	250
	SV	250
	Paper: Nil	
<b>TOTAL MARKS</b>	500	
<b>TOTAL CREDITS</b>	14	

This course is with the intent of exposing and providing an opportunity to the students to execute a complete set design process with holistic approach including genre understanding, literature research, case studies, identifying area of application with reasoning, and explain their creativity through Set design demonstration.

#### **COURSE OBJECTIVE:**

To enable students undertake a set design and development process independently. She/he should be able to demonstrate Process, knowledge and skills acquired in the previous years of academic learning.

#### **COURSE CONTENT:**

The Graduation Project shall consist of design research, synthesis and design demonstration through the self-initiated process demonstrating all the knowledge and skills learned in the previous academic years.

1. Scale in terms of area should be greater or equivalent to the design project handled in previous semesters.
2. Scale can also be defined in terms of its conceptual intensity or detailing done or to be done, to glorify the required character of the project.
3. Scale can also be defined volumetrically, or spatially (by space planning).

#### **SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

The sessional work for the graduation project shall consist of the following:

- A. Design research report: Introducing the topic, Research related to it (– Literature, Architecture, Paintings, Photographs, etc., analysis, formulating Design Brief,
- B. The presentation of the research on A3 size sheets, ideations sheets, final Design renders and technical drawings
- C. Set Design Models

**Graduation project Report guidelines:**

Students shall submit a copy of the report duly signed by the guide, Head of the department and Principal.

Standard convention for giving references, writing bibliography, annotating figures/tables shall be followed. Other details of report preparation should be given by respective institute.

**SESSIONAL ASSESSMENT:**

1. The internal assessment of the graduation project shall be carried out stage wise as decided by the individual institute.
2. The final assessment in the examination shall be done by both the Internal and external Examiner/s in which the student shall display his work.
3. The individual Institute shall invite the guides specializing in the various disciplines for guiding students.
4. The academicians or professional guiding the students must possess minimum of five years of teaching or professional experience.

**Recommended Reading:**

All the books relevant for the research and synthesis of the graduation project work.

<b>DESIGN MANAGEMENT</b>		
<b>COURSE CODE</b>	42026336	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 2 studio TOTAL = 4 hrs/week	<b>Sessional (SS)</b>	<b>100</b>
	Sessional CIA	50
	SS	50
	Paper: Nil	
<b>TOTAL MARKS</b>	100	
<b>TOTAL CREDITS</b>	3	

### **COURSE OBJECTIVE:**

1. To make students understand the working of the art department.
2. To make students aware about the professional ethics, conduct and professional bodies, organizations like Association of cine and television art directors and costume designers, Akhil Bhartiya Chitrapat Mahamandal,
3. To make students understand the formation and working of the professional setup of the art director.

### **COURSE CONTENT:**

1. Introducing students to the role & responsibilities of the set designer and coordination within art department and other departments.
2. Introducing students to the paper work needed for communication, management and execution of a project to the concerned departments for efficient execution of set in studio and on site/location.
3. Introducing the students Professional bodies, organization, their roles and responsibilities, aims and objectives related to Theatre, Cinema, Television and other Medias.
4. Remuneration and service charges.

### **SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

A seminar paper presentation.

### **TEACHING METHODOLOGY:**

Regular presentation of students work and group discussions shall be undertaken. Online E resources, E Libraries should be advised for reading related to Design Management.

### **COURSE OUTCOME:**

It will equip the students with the skills to integrate design with business strategy

Course enables students to lead design projects, ensuring innovation, quality, and market success.

**Recommended reading:**

- The Art Direction Handbook for Film by Micheal Rizzo..FocalPress.
- The Filmmaker’s Guide to Production Design by Vincent LoBrutto.. Allworth press, NewYork.

<b>ENTREPRENEURSHIP</b>		
<b>COURSE CODE</b>	42026337	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 2 studio TOTAL = 4 hrs/week	<b>Sessional (SV)</b>	<b>100</b>
	Sessional CIA	50
	SV	50
	Paper: Nil	
<b>TOTAL MARKS</b>	100	
<b>TOTAL CREDITS</b>	3	

### **COURSE OBJECTIVE:**

- To develop a spirit of entrepreneurship amongst budding Set/Art Directors, and empower and encourage students to be Set Designers/Art Directors.
- To impart knowledge of the basics of entrepreneurship, management and legal aspects related to creation of new ventures
- To equip students with basic skills and competencies needed for enterprise oriented professional development in architecture. Film/Television/Media Industry
- To explore new vistas of entrepreneurship in the 21st century environment to generate innovative business ideas.

### **COURSE CONTENT:**

**Unit 1:** Developing the mind-set of being an entrepreneur

**Unit 2:** Basic knowledge of Entrepreneurship, business management, finance and Law

**Unit 3:** Basic Entrepreneurial Skill-Lateral thinking, problem solving, Oratory, Human Resource Management, Time management, Finance management, Office Administration and essential Software skills, ofc.

**Unit 4:** New vistas of Architectural entrepreneurship in the 21st century environment to generate innovative business models.

### **COURSE DETAILS:**

#### **Unit 1: Developing the mind-set of being an entrepreneur**

- Meaning and concept of entrepreneurship, history of entrepreneurship development, role of entrepreneurship in economic development, factors affecting entrepreneurship, Types of entrepreneurs, examples & barriers to entrepreneurship. Skills of leadership, leaving the employee mentality & developing the entrepreneur mindset
- Introduction to the concept of "Entrepreneurship"

**Assignment 01: Essay writing (1500-2000 words)**

## **Unit 2: Basics of Business Management**

Entrepreneurship, business management, finance and Law.

- Fundamentals of Business-types of professional organizations-
- Basics of Accountancy and Finance Management & Investment planning
- Introduction to business planning, understanding market needs, gaining marketing intelligence, survey and analysis of efficiency and productivity, market analysis, risk assessment, managing competition, etc.

## **Unit 3: Basic Entrepreneurial Skills Development**

- Need to practice: Why practice? Where to start? Who to look at? What to look for?
- Introduction to the changing face of Drama, film & Media Industry & the scope of diversification into activities allied to Media & its types
- Introduction to Lateral thinking and developing problem solving approach
- Basics of People (HR) Management.
- Need for developing Software skills.

## **Unit 4: Developing a Business Model**

New vistas of entrepreneurship in the 21st century environment to generate innovative business models

- Developing a Business Model Understanding the importance of Team, steps to create Business Models, types of Models and finally creating a product that is market ready.
- Exposure to Case Studies of Art Directors or other related experts of industry and their journeys Art.

## **SESSIONAL WORK**

- Total 3 assignments to be done for this course
- One assignment to mandatorily cover two Case Studies of (One Set designer and the other allied) done individually and to be presented as seminar to class
- Choice of other two assignments can be done individually or in a group of two (as per Units) is left to the discretion of the individual college. Considering that this is a Semester VIII subject, the faculty is expected to outline the broad contours and sub-aspects of Entrepreneurship Development, including basic principles, role play, case studies, and its application in the professional field.
- The students are expected to present the work done in an A4 report format of minimum 25 pages, to include summary of interactions, essays, Class notes, Case Studies and Sessional work prescribed by the faculty with a signed certificate from the concerned Teacher / Expert stating that the study was carried out under his/her guidance, and countersigned by the Principal/ Academic coordinator.

## **RECOMMENDED READINGS:**

1. Manual of Architectural Practice - Council of Architecture publication- Val 185
2. How to Win Friends and Influence People by Dale Carnegie
3. Who Moved My Cheese? by Spencer Johnson
4. Thinking, Fast and Slow by Daniel Kahneman
5. The 4-Hour Workweek by Timothy Ferriss
6. The Art of Non-Conformity by Chris Gillebeau
7. The Entrepreneur Mind by Kevin D. Johnson
8. Design-Centered Entrepreneurship By Min Basadur, Michael Goldsby
- B. Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing
10. Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World by Gary Vaynerchuk
11. Lateral Thinking - Edward De Bono
12. Fundamentals of intellectual property Rights-Ramkrishna B and Anilkumar H.S

# **B. DES.**

REVISED SYLLABUS (2026 - 27)

FOURTH YEAR - FURNITURE DESIGN

SEMESTER 7

<b>INDUSTRIAL TRAINING</b>		
<b>COURSE CODE</b>	42026434	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> --	<b>Sessional (SV)</b>	<b>300</b>
	Sessional CIA	150
	SV	150
	Paper: Nil	
<b>TOTAL MARKS</b>	300	
<b>TOTAL CREDITS</b>	20	

The aim of introducing a period of 90 to 120 days of Industrial training for the students is to enable them undergo practical training to gain exposure of the Professional Practice and get hands on experience.

#### **COURSE OBJECTIVE:**

It shall give the students the firsthand experience of dealing with the live projects of various typologies, domain, Genres.

The students should be able to learn and understand about project management, resource management and execution challenges

#### **COURSE CONTENT:**

1. The period for the Industrial/Practical Training will commence in the seventh semester of the fourth year.
2. The students are expected to work with a firm/industry/organization where Furniture design and its related practice are being carried out. The student shall work under the guidance of a professional who has an experience of working in the respective field of product design of not less than five years.
3. The student (If needed in consultation with faculty member. Training and Placement.) Will decide very carefully and meticulously about their placement as they are expected to learn best ethics in Professional Practice and produce quality work.
4. The total duration of the training will be minimum 90 days to 120 days maximum excluding the holidays.
5. The evaluation of the work done during the Industrial/Professional Training shall be evaluated at the end of Seventh Semester of the fourth year.

#### **SUBMISSION REQUIREMENT**

1. The Students shall prepare an elaborate Training report documenting the work done in the respective offices/firms/industry/organization week by week which will cover detailed records of the work done in the office, site or field research report, interviews or data collected, interaction with principal Designer, vendors or clients etc. The report shall be duly signed by the Principal Designer with the seal of the organization.

2. The work certificate on the official letterhead of the respective office clearly mentioning the duration and students performance duly signed by the Principal Designer.
3. The logbook issued by the institute shall be filled weekly and duly signed by the Principal Designer.
4. The student shall produce the above mentioned training report, work certificate and log book at the time of Viva Voce examination. She/he shall also produce the drawings done by him/her with the permission of the employer to indicate the kind of work he/she has carried out.

### **SESSIONAL ASSESSMENT AND VIVA VOCE**

1. The sessional and viva voce assessment shall be done jointly by the internal and external examiner and the allocation of the marks shall be as stipulated in the syllabus.
2. The experience, knowledge gained in the form of drawings etc. should be certified by the principal Designer, on his official letterhead. Clearly stating the performance of the student, in the form of drawings, site visit, market survey etc. The log book issued by the institute shall be filled weekly and duly signed by the principal designer, is mandatory.

### **COURSE OUTCOME:**

Gain comprehensive knowledge and hands-on experience in the stages involved in creating a Furniture.

Learn about manufacturing methods of different furniture.

Equip students with practical experience and skills necessary for a career in Furniture Design.

# **B. DES.**

REVISED SYLLABUS (2026 - 27)

FOURTH YEAR - FURNITURE DESIGN

SEMESTER 8

<b>GRADUATION PROJECT</b>		
<b>COURSE CODE</b>	42026435	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 24 studio TOTAL = 26 hrs/week	<b>Sessional (SV)</b>	<b>500</b>
	Sessional CIA	250
	SV	250
	Paper: Nil	
<b>TOTAL MARKS</b>	500	
<b>TOTAL CREDITS</b>	14	

**COURSE OBJECTIVE:** To enable students, undertake a Furniture design and development process independently. She/he should be able to demonstrate Process, knowledge and skills acquired in the previous years of academic learning.

**COURSE CONTENT:**

The Graduation Project shall consist of design research, synthesis and design demonstration through the self-initiated process demonstrating all the knowledge and skills learned in the previous academic years.

**SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

The sessional work for the graduation project shall consist of the

**A. Design research report.**

Introduction of topic selected, Methodology, Research done, Data analysis.

**B. Presentation of the research:** Design brief, Ideation, Final Concept with design development and detailing, Technical drawings, Product renders, Study models, proof of concept and Prototyping of 3D models with photographs.

**Graduation project Report guidelines:**

Students shall submit a copy of the report duly signed by the guide, Head of the department and Principal.

Standard convention for giving references, writing bibliography, annotating figures/tables shall be followed. Other details of report preparation should be given by respective institute.

**SESSIONAL ASSESSMENT:**

1. The internal assessment of the graduation project shall be carried out stage wise as decided by the individual institute.
2. The final assessment in the examination shall be done by both the Internal and external Examiner/s in which the student shall display his work.
3. The individual Institute shall invite the guides specializing in the various disciplines for guiding students.
4. The academicians or professional guiding the students must possess minimum of five years of teaching or professional experience.

**Recommended Reading:**

All the books relevant for the research and synthesis of the graduation project work.

<b>DESIGN MANAGEMENT</b>		
<b>COURSE CODE</b>	42026436	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 2 studio TOTAL = 4 hrs/week	<b>Sessional (SS)</b>	<b>100</b>
	Sessional CIA	50
	SS	50
	Paper: Nil	
<b>TOTAL MARKS</b>	100	
<b>TOTAL CREDITS</b>	3	

### **COURSE OBJECTIVE:**

To make students aware about design management as practice and profession.

To equip students to identify the various steps for effective completion of all types of Projects.

### **COURSE CONTENT:**

#### **Unit 1. Setting a process which helps to evolve a design from its brief to ideation:**

Understanding how design integrates with business strategy - Selection of concept, developing, detailing, prototyping, testing, refinements, and manufacturing/fabrication/deployment installations as per projects.

**Unit 2: Furniture development:** Single product or a range, designing a service, ambience, App, etc, focusing on each stage work, Life cycle management of Products.

**Unit 3:** Working with templates, SOPs, style guides, guidelines, formats etc. for systemisation of activities and processes.

#### **Unit 4: Project management:**

- e) Managing schedules, deadlines, coordinating with various agencies, vendors etc.
- f) Managing overlap of different activities, working simultaneously with different experts.
- g) Managing multidisciplinary teams and fostering effective communication between designers, engineers, and stakeholders.
- h) Strategic completion of work.

**Unit 5: IPR:** Study of Intellectual Property Rights and design registration procedures.

### **SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

Seminar paper presentations.

### **TEACHING METHODOLOGY:**

Regular presentation of students work and group discussions shall be undertaken.

Online E resources, E Libraries should be advised for reading related to Design Management.

**COURSE OUTCOME:**

It will equip the students with the skills to integrate design with business strategy Course enables students to lead design projects, ensuring innovation, quality, and market success.

**Recommended readings:**

1. Kathryn Best, The Fundamentals of Design Management, AVA Publishing, 2010
2. Brigitte Borja De Mozota, Design Management: Using Design to Build Brand Value and Corporate Innovation, Allworth Press, 2004
3. Ted Crawford, AIGA Professional Practices in Graphic Design, Allworth Press, 2008
4. Shan Preddy, How to Run a Successful Design Business: The New Professional Practice, Gower Publishing, Ltd., 2011
5. Kenneth B Khan, Product Planning Essentials, M E Sharpe Inc, 2011
6. John Stark; Product Lifecycle Management: 21st Century Paradigm for Product Realization, Springer, 2011
7. [Craig M. Vogel](#), [Jonathan Cagan](#); Creating Breakthrough Products: Innovation from Product Planning Program Approval, FT Press,2001
8. David L. Rainey; Product Innovation: Leading Change through Integrated Product Development, Cambridge University Press,2011
9. Cradle to Cradle\_William

<b>ENTREPRENEURSHIP</b>		
<b>COURSE CODE</b>	42026437	
<b>TEACHING SCHEME</b>	<b>EXAMINATION SCHEME</b>	
<b>TOTAL CONTACT HOURS PER WEEK</b> 2 Lecture + 2 studio TOTAL = 4 hrs/week	<b>Sessional (SV)</b>	<b>100</b>
	Sessional CIA	50
	SV	50
	Paper: Nil	
<b>TOTAL MARKS</b>	100	
<b>TOTAL CREDITS</b>	3	

### **COURSE OBJECTIVE:**

To develop a spirit of entrepreneurship amongst budding Furniture Designer, and empower and encourage students to be "Design Entrepreneurs".

To impart knowledge of the basics of entrepreneurship, management and legal aspects related to creation of new ventures

To equip students with basic skills and competencies needed for enterprise-oriented professional development in Design.

To explore new vistas of entrepreneurship to generate innovative business ideas.

### **COURSE CONTENT:**

**Unit 1:** Developing the mind-set of being an entrepreneur

**Unit 2:** Basic knowledge of Entrepreneurship, business management, finance and Law

**Unit 3:** Basic Entrepreneurial skills - Lateral thinking, problem solving, Oratory, Human Resource Management. Time management, Finance management. Office Administration and essential Software skills, etc.

**Unit 4:** New vistas of Design entrepreneurship in the 21st century environment to generate innovative business models

#### **Unit 1: Developing the mind-set of being an entrepreneur**

a) Meaning and concept of entrepreneurship, history-of-entrepreneurship development, role of entrepreneurship in economic development, factors affecting entrepreneurship, Types of entrepreneurs, examples & barriers to entrepreneurship. Skills of leadership, leaving the employee mentality & developing the entrepreneur mindset.

b) Introduction to the concept of "Entrepreneurship"

Assignment: Essay writing (1500-2000 words)

#### **Unit 2: Basics of Business Management**

f) Entrepreneurship, business management, finance and IPR

g) Fundamentals of Business-types of professional organizations

- h) Basics of Accountancy and Finance Management, & Investment
- i) Planning Introduction to business planning, understanding market needs, gaining marketing intelligence, survey and analysis of efficiency and productivity, market analysis, risk assessment, managing competition, etc.
- j) Introduction to Intellectual Property Rights

### **Unit 3: Basic Entrepreneurial Skills Development**

- f) Need to practice: Why practice? Where to start? Who to look at? What to look for?
- g) Introduction to the changing face of Design Profession & the scope of diversification into activities allied to Design Field
- h) Introduction to Lateral thinking and developing problem solving approach
- i) Basics of People (HR) Management-
- j) Need for developing Software skills

### **Unit 4: Developing a Business Model**

- d) New vistas of Design entrepreneurship in the 21st century environment to generate innovative business models
- e) Developing a Business Model: Understanding the importance of Team, steps to create Business Models, types of Models and finally creating a product that is market ready.
- f) Exposure to Case Studies of Entrepreneurs and their journeys

### **SUBMISSION REQUIREMENT FOR SESSIONAL WORK:**

- Total 3 assignments to be done for this course.
- One assignment to mandatorily cover two Case Studies of entrepreneurs (One Furniture Designer & the other allied) done individually and to be presented as seminar to class.
- Choice of other two assignments can be done individually or in a group of two (as per Units) is left to the discretion of the individual college. Considering that this is a Semester VIII subject, the faculty is expected to outline the broad contours and sub-aspects of Entrepreneurship Development, including basic principles, role play, case studies, and its application in the professional field.
- The students are expected to present the work done in an A4 report format of minimum 25 pages, to include summary of interactions, essays, Class notes. Case Studies and Sessional work prescribed the faculty with a signed certificate from the concerned Teacher / Expert stating that the study was carried out under his/her guidance, and countersigned by the Principal Academic coordinator.

### **TEACHING METHODOLOGY:**

Regular presentation of students work and group discussions shall be undertaken.

Online E resources, E Libraries should be advised for readings related to Design Management.

Online Lectures for some topics from NPTEL, Coursera can be organized.

**COURSE OUTCOME:**

To develop entrepreneurial strategies

To identify business opportunities, develop viable business models, and launch successful ventures.

**RECOMMENDED READINGS:**

1. Manual of Architectural Practice - Council of Architecture publication- Vol 185
2. How to Win Friends and Influence People by Dale Carnegie
3. Who loved My Cheese? by Spencer Johnson
4. Thinking, Fast and Slow by Daniel Kahneman
5. The 4-Hour Workweek by Timothy Ferriss
6. The Art of Non-Conformity by Chris Gillebeau
7. The Entrepreneur Mind by Kevin D. Johnson
8. Design-Centered Entrepreneurship by Min Basadur, Michael Goldsby
- 9 Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing
10. Jab, Jab, Jab, Right Hook: how to Tell Your Story in a Noisy Social World by Gary Vaynerchuk
11. Lateral Thinking - Edward De Bono
12. Fundamentals of Intellectual property Rights- Ramkrishna B and Anilkumar HS