

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Home Science	
UG First Year Programme	
Semester	I
Title of Paper	Credits
III)Psychology of Fashion (Theory)	2
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Psychology of Fashion (Theory) 1. To impart knowledge and facilitate the development of skills and techniques in the basic area of Home Science required for personal, professional and community advancement. 2. To inculcate in students, values and attitudes that enhance personal, life skills and family growth and to sensitize them to various social issues for the development of a humane society. 3. To promote in students a scientific temper and competencies in research to enable contributions to the national and international knowledge base in Home Science and allied fields. 4. In sum, to empower our students such that they can effect positive changes at multiple levels.
2	Vertical :	Major/Minor/√ Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System/
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. Understand the fashion terminologies and theories. 2. Apply the knowledge of psychology of clothing concerning self and society. 3. Analyze the relationship between clothing, fashion and body types. 4. Evaluate the various factors affecting clothing behavior about personality and roles.	

8	Course Outcomes: (List some of the course outcomes) 1. Understand the origin and theories of clothing in relation to physical self and body image 2. Apply the theories of clothing with bodily traits and relate social settings with selection of fabrics and clothing categories across age groups and physique. 3. Categorize clothing for different groups on the basis of social perception, feedback and self-concept. 4. Comprehend the impact of mass media on clothing. 5. Explain the theories of fashion in relation to clothing behavior, personality and role types.
9	Modules:- Per credit One module can be created Module 1: A. Introduction to Clothing and Fashion i. Origin and Theories of Dress and Adornment ii. Purpose for Dress – Modesty, Adornment, Protection and Utility Clothing and Physical Self iii. Fashion Terminology iv. Fashion Theory Process B. Clothing and Physical Self i. Body Image and Social Ideals ii. Bodily Traits and Social Influences iii. Physical Attractiveness Physical Disabilities and Appropriate Clothing Module 2: A. Clothing, Personality, and Roles i. Dramaturgy ii. Role theory and Role acquisition/conflict/embrace iii. Symbolic interactive theory iv. Clothing and personality B. Clothing, Socialization and Concept of Self i. Stages in Self-concept formation ii. Self-comparison / perception / esteem iii. Clothing in groups and organizations iv. Clothing society and self Impact of mass media on clothing
10	Text Books: 1. 2. 3. 4.

11	Reference Books: 1. Kaiser, S. B. (1985). <i>The Social Psychology of Clothing</i> . New York: MacMillan. 2. Kerr, H. (2009). <i>Who What Wear: Celebrity and Runway Style for Real Life</i> . New York: Abrams. 3. Kim, E. (2011). <i>Fashion Trends: Analysis and Forecasting</i> . Oxford; New York: Berg. 4. Martin, R. (2010). <i>The Trend Forecaster's Handbook</i> . London: Laurence King, 2010. 5. McKelvey, K. (2008). <i>Fashion Forecasting</i> . Chichester, U.K.: Ames, IA: Wiley Blackwell. 6. Udale, J. (2008). <i>Textile and Fashion</i> . Switzerland: AVA Publishing.																																	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination																																
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	<table><tr><th>CONTINUOUS INTERNAL EVALUATION (planned as per the need of the course)</th><th>Marks</th></tr><tr><td>Class participation/Quiz/Review of literature and guided discussions/Q&A sessions</td><td>20</td></tr><tr><td>Class tests/PPT Presentations and relevant planned assignments</td><td>20</td></tr><tr><td>Total Marks for Internal Assessment</td><td>40</td></tr><tr><th colspan="2">SEMESTER-END THEORY EXAMINATION</th></tr><tr><td colspan="2">All questions are compulsory with internal choice.</td></tr><tr><td>Question 1 – Unit 1</td><td>12</td></tr><tr><td>Question 2 – Unit 2</td><td>12</td></tr><tr><td>Question 3 – Unit 3</td><td>12</td></tr><tr><td>Question 4 – Unit 4</td><td>12</td></tr><tr><td>Question 5 – From Multiple Units</td><td>12</td></tr><tr><td>Total Marks for Semester End Examination</td><td>60</td></tr></table> Evaluation for Theory (2 Credits for 50 Marks) <table><tr><th>CONTINUOUS INTERNAL EVALUATION (planned as per the need of the course)</th><th>Marks</th></tr><tr><td>Class participation/Quiz/Review of literature and guided discussions/Q&A sessions</td><td>10</td></tr><tr><td>Class tests/PPT Presentations and relevant planned assignments</td><td>10</td></tr><tr><td>Total Marks for Internal Assessment</td><td>20</td></tr></table>	CONTINUOUS INTERNAL EVALUATION (planned as per the need of the course)	Marks	Class participation/Quiz/Review of literature and guided discussions/Q&A sessions	20	Class tests/PPT Presentations and relevant planned assignments	20	Total Marks for Internal Assessment	40	SEMESTER-END THEORY EXAMINATION		All questions are compulsory with internal choice.		Question 1 – Unit 1	12	Question 2 – Unit 2	12	Question 3 – Unit 3	12	Question 4 – Unit 4	12	Question 5 – From Multiple Units	12	Total Marks for Semester End Examination	60	CONTINUOUS INTERNAL EVALUATION (planned as per the need of the course)	Marks	Class participation/Quiz/Review of literature and guided discussions/Q&A sessions	10	Class tests/PPT Presentations and relevant planned assignments	10	Total Marks for Internal Assessment	20
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		Evaluation for Practical (2 Credits for 50 Marks)																
		CONTINUOUS INTERNAL EVALUATION (planned as per the need of the course)	Mark s															
		Class Participation/Internal Assessment during laboratory work/experiments/practical tasks	10															
		Journal/Portfolio/Presentation/Reports/Case papers/Assignments	10															
		Total Marks for Internal Assessment	20															
		SEMESTER-END PRACTICAL EXAMINATION																
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		Question 1 - Unit 1	10															
		Question 2 - Unit 2	10															
		Journal/Portfolio/Report/Viva-Voce	10															
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14	Format of Question Paper: for the final examination																	
THEORY EXAMINATION																		
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Marks: 60	2 Hours
Up to 50% choice to be given within each Question. Questions may be divided into sub questions as a, b, c.... Allocation of marks depends on the weightage of the topics in the units; no sub-question should be of 2 marks or less	
Q1 Unit 1	12 marks
Q2 Unit 2	12 marks
Q3 Unit 3	12 marks
Q4 Unit 4	12 marks
Q5 Mix of all units	12 marks
TOTAL	60 Marks

PRACTICAL EXAMINATION

Marks: 30	2 Hours
Q1 Unit 1	10 Marks
Q2 Unit 2	10 Marks
Journal/Portfolio/Report/Viva-Voce	10 Marks
TOTAL	30 Marks

Sign of the BOS
Chairman
Name of the Chairman
Name of the BOS

Sign of the
Offg. Associate Dean
Name of the Associate Dean
Name of the Faculty

Sign of the
Offg. Dean
Name of the Offg. Dean
Name of the Faculty