



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav Institute of Architecture

B. Des in Product Design

SEMESTER VII

BDES PD 701 – Industrial Internship (Summer Internship in summer break)

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
				L	T	S		THEORY			PRACTICAL		
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
1	BDES PD 701	STUDIO	INDUSTRIAL INTERNSHIP	0	0	0	14	0	0	0	350	350	700

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO 1- Students in this semester would avail opportunity to work with design firm under the guidance of practice professional for 6-8 weeks.

Course Outcomes (COs):

CO 1- Work Experience under the guidance of in practice professionals

CO 2- Understanding on the industrial culture and their manufacturing unit if any.

CO 3- Analyze the different functional units of industry/organization unit their working and scope of work.

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BDES PD 702 – PROFESSIONAL PRACTICE

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
				L	T	S		THEORY			PRACTICAL		
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
2	BDES PD 702	THEORY	PROFESSIONAL PRACTICE	2	0	0	2	50	20	30	0	0	100

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO 1- Knowledge about laws and ethics of designers and minimum requirements for establishing own firm.

Course Outcomes (COs):

CO 1- Student will understand the professional, vocational and legal aspects of design.

CO 2- The Purpose of this subject is to make students aware about the Practical field working procedure and allowing them to learn in the professional environment to prepare themselves for the Project Management and Project Execution stages for their professional career.

CO 3- Students will be prepared for the professional practices.

Syllabus

UNIT I

ENTREPRENEURSHIP Social Entrepreneurship, Business Entrepreneurship, Trading Entrepreneurship, Corporate Entrepreneurship, and Agricultural Entrepreneurship **6HRS**

UNIT II

BUSINESS FOUNDATION Timmons Model of Entrepreneurship, Investment Models, Startup Business Models, Business Plans, Pitch presentations, Small Business models **6HRS**

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2	BDES PD 702	THEORY	PROFESSIONAL PRACTICE	2	0	0	2	50	20	30	0	0	100

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT III

Legal aspects of business Contracts and Agreements, Conflict Resolution, Arbitration **6HRS**

UNIT IV

Running a Design Business Set up of an independent design business, Hiring processes, Project Scheduling and work delegation, Cost Estimation; Billing, salaries and taxation **6HRS**

UNIT V

PROFESSIONAL ETHICS Ethics in Profession, Code of conduct. Industrial completion and competitive market, how to grow in such market. **6HRS**

Suggested Books references-

1. Riadh Habash, Green Engineering: Innovation, Entrepreneurship and Design, 2017
2. Ted Crawford, AIGA Professional Practices in Graphic Design, Allworth Press, 2008
3. Douglas Davis, Creative Strategy and the Business of Design, 2016
4. Shan Preddy, How to Run a Successful Design Business:
5. The New Professional Practice, Gower Publishing, Ltd., 2011
6. Min Basadur, Michael Goldsby, Design-Centered Entrepreneurship, 2016

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BDES PD 703 – Portfolio Making

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				L	T	S		THEORY			PRACTICAL		
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
3	BDES PD 703	STUDIO	PORTFOLIO MAKING	0	0	2	2	0	0	0	50	50	100

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO 1- Knowledge about portfolio making skills, before entering into professional career.

Course Outcomes (COs):

CO 1-The Purpose of this subject is to make students aware about the documentation of the work they have done throughout their semesters, compiled altogether in one.

CO 2- Apply the professional aspects of design in existing and upcoming projects.

CO 3- Analyze how to present in a professional way making it much more creative in terms of graphics.

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BDES PD 704 – Design Documentation

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				L	T	S		THEORY			PRACTICAL		
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20% or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
4	BDES PD 704	STUDIO	DESIGN DOCUMENTATION	0	0	2	2	0	0	0	50	50	100

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO1-Understanding of the history and present state of one cottage and craft industry of chosen region. To understand the conventional processes, materials and prepare a product catalog, Design Insights and proposals for survival and advancement of the subject industry/craft

Course Outcomes (COs):

CO 1-Comprehensive understanding of the history and present state of one cottage industry/craft of chosen region or India

CO 2-Design inputs for the benefit of the targeted craft/cottage industry

CO 3-Aptitude to conduct thorough field research and collect qualitative and quantitative information which may be useful for other industries and people

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