

ACADEMIC RULES AND REGULATIONS

1. TITLE OF THE PROGRAM

Master of Arts – M.A (Fashion Management).

2. DURATION OF THE PROGRAM

2.1 Normal Duration: M.A. (Fashion Management)

M.A (Fashion Management) – 2 years (4 Semesters)

Maximum Permissible duration of a program is twice the normal duration of that course.

Each semester's programme is made up of about 15 weeks of classes and related academic activities, followed by about three weeks of end-semester examination process in the courses of the current semesters.

2.2 The Program Structure

M.A (FM) course consists of 2 years (4 Semesters) which includes 6 months of training in any industry of Apparel and Fashion Design.

2.3 Semester Duration:

Each semester's programme is made up of about 15 weeks – 18 weeks of working days which includes classes, related academic activities, end-semester examination process in the courses of the current semesters.

Any time after two weeks after declaration of the results, make-up/supplementary examinations will be conducted in the same courses.

3 EDUCATIONAL PROCESS

3.1 Programme of Studies and Educational Process:

All the courses offered in different semester comprises of Studio Based Courses, Theory Based Courses, Choice Based Electives, Mandatory Learning Courses. The courses are categorized as follows;

3.1.1 Studio Based Courses:

The Studio Based Courses addresses the psychomotor skills essential for a fashion manager such as designing for men's and women's wear, critical analysis of art, design and costumes.

3.1.2 Theory Based Courses:

The Theory Based Courses addresses the managerial skills in understanding segments of fashion business, fashion management, application of marketing and visual merchandising, and human resource development. It also addresses research skills in analysis of trends, market, forecast databases, consumer research, changing merchandise and visual display.

3.1.3 Choice Based Courses:

The choice-based courses are offered as bouquets of electives addressing domains specific design and managerial courses essential for fashion manager.

3.1.4 Mandatory Learning Courses (MLC):

The mandatory learning courses includes the open electives offered, that enables the students to explore other areas such as philosophy, culinary skills, language etc., as offered by different institutes of MAHE. Also, the program electives offered across the design disciplines in the institute help the student integrate the design learning offered across the programs.

3.1.5 Audited Courses:

These courses are optional courses across different disciplines of MAHE that a student will undertake for additional learning. However, to register for a course, the student needs to take permission from home institution and the faculty offering the course.

Studio Based Courses	Design thinking, Product study and design – Women's wear, Product study and design – Men's wear, Mini project, Study report
Theory Based Courses	Fashion merchandising and marketing, Professional communication skills, Fashion trends and forecasting, Entrepreneurship, Brand management, Operations and supply chain management, Research methods, Consumer behavior, Fashion journalism, Visual merchandising and packaging,
Choice Based Electives	Textile concepts, Digital design, Fashion styling and photography, Principles of management, Finance and accounting for non-accountants, History of fashion, Fashion and lifestyle, Contemporary art, Integrated marketing

	communication, Human resource management, Customer relationship management
Mandatory Learning Courses	Open elective, Internship

3.2 Attendance Requirements:

A student must maintain an attendance record of at least 75% individually in all courses. Attendance of lectures, studios/tutorials, practical and sessional/tests count towards the calculation of attendance percentage.

Without the minimum attendance, students are not eligible to write the End-semester examination in that subject and for subsequent grading.

3.2.1 Detention clause:

In case of detention due to less attendance, the student will have to undergo the particular course as per following clauses 3.2.1.1 to 3.2.1.6. This may involve extension of the total course duration and graduation date.

3.2.1.1 Theory courses with end sem examination:

If a student has less than 75% attendance, then he/ she has to re-register for the course to make-up for the deficient attendance during the subsequent corresponding semester. The internal assessment marks will be based on the performance in the re-registered course. Refer 3.4.1

3.2.1.2 Courses with only In-semester assessment

If a student has less than 75% attendance, then he/ she has to re-register for the course to make-up for the deficient attendance during the subsequent corresponding semester. The internal assessment marks will be based on the performance in the re-registered course. Refer 3.4.2.

3.2.1.3 Mandatory Learning Courses (MLC):

If a student has less than 75% attendance, then he/ she has to re-register for the course to make-up for the deficient attendance during the subsequent corresponding semester.

The internal assessment marks will be based on the performance in the re-registered course. Refer 3.4.14

3.2.1.4 Audited Courses (AUD):

If a student has less than 75% attendance, then he/ she has to re-register for the course to make-up for the deficient attendance during the subsequent corresponding semester. The internal assessment marks will be based on the performance in the re-registered course. Refer 3.4.15

3.3 Credit Based System:

The educational process at Manipal School of Architecture and Planning uses a Credit Based System wherein the course content is expressed in number of credits. The current syllabus follows 10-point Credit System.

3.3.1 Credit structure

The M.A. (Fashion Management) programme has a total of 80 credits, as outlined in the table below.

Sr. No.	Year	Semester	Credits
1	1	1	22
2		2	22
3	2	3	22
4		4	14
		Total	80

Semester-wise break-up of credits: Total Credits 80

3.3.2 Credit calculation

A student will be required to carry out assignments and self-studies which may exceed the actual number of contact hours defined for a subject.

While calculating credits the following guide lines shall be adopted

(i) 1 lecture period/ hour shall have 1 credit;

(ii) 2 lab/workshop/ studio exercises/seminar periods/ hours shall have 1 credit and

3.3.3 Condition of clearing a semester

A student is deemed to have successfully completed a particular semester's programme of study when he/she earns all the credits of that semester, i.e., he/she has no 'F' and/or 'I' grade in any subject of that semester.

3.3.4 Promotion to next academic year

Promotion of a student to next academic year is as detailed in 3.6.

3.3.5 Eligibility for graduation

When a student earns the specified number of credits in each of the semester making up the course, he/she is deemed to have completed the requirements for graduation.

The pass percentage shall not be less than 40% in each subject.

This also means, a student should have an 'E' grade or better in every subject of every semester, in order to be eligible to receive the degree.

3.4 Outline of Evaluation:

The students shall be informed about the procedures followed for in-semester assessment and end-semester examination for every subject on the first day of the classes for that particular subject.

3.4.1 Evaluation of Theory courses with End-semester examination:

(Refer Figure 1)

3.4.1.1 The student performance in each Theory subject is evaluated out of a maximum of 100 marks out of which 50 marks are for In-semester assessment and 50 marks for end-semester examination. The In-semester assessment in theory courses is based on interactive sessional, tests, assignments, quizzes, presentations, seminars, etc.

3.4.1.2 A student has to secure a minimum of 40% in End Semester examination/ Make up Examination and an aggregate of 40% to pass the course. If a student obtains 'F' grade in End-semester evaluation, he/she can appear for the respective Make-up examination and the subsequent examinations thereafter. However, if a student wishes to improve the

internal marks he/ she can re-register for improvement in the subsequent corresponding semester

3.4.1.3 If a student has less than 75% attendance, then he/ she has to re-register for the course in the subsequent corresponding semester to make-up for the deficient attendance. The internal assessment marks will be based on the performance in the re-registered course.

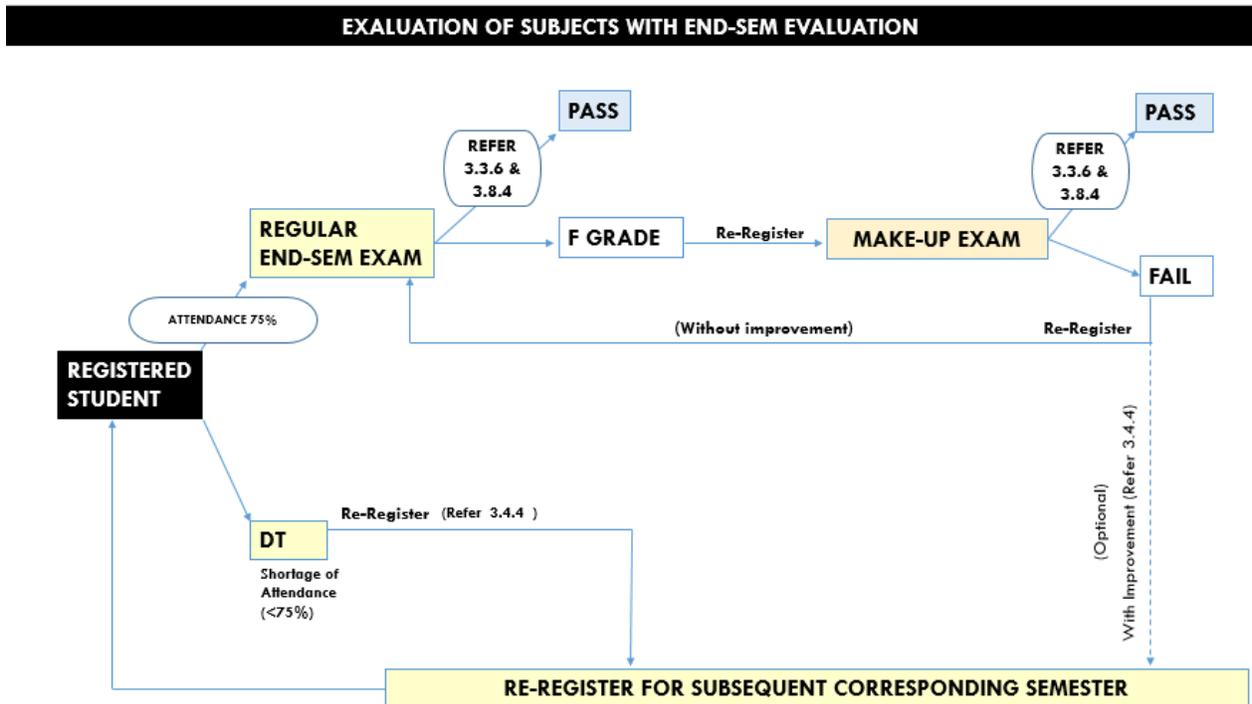


Figure 1: Evaluation of theory courses with end sem exams

3.4.2 Evaluation of courses with only In-semester assessment:

(Refer Figure 2)

3.4.2.1 The student performance in these courses is evaluated out of a maximum of 100 marks by the concerned teachers. A minimum of 40% marks is essential to pass the courses. There will be no end-semester examination. The In-semester assessment of a student is based on his/her portfolio/ tests/ assignments/ presentations.

3.4.2.2 If a student has less than 40% marks in In-semester assessment ('F' Grade), he/she has to re-register for improvement of internals by paying the prescribed fee and undergo the improvement coursework to be conducted for minimum of 6 weeks immediately after the announcement of In-semester marks. The improvement coursework will be conducted

under the supervision of the respective Studio faculty. Student will have to improve and resubmit the regular internal coursework for re-assessment.

3.4.2.3 Students with ‘F’ grade, even after improvement coursework, in any subject with only in-semester assessment should re-register for improvement of internals for those courses during subsequent corresponding semesters whenever possible by paying the prescribed fees, fulfil all In-semester assessment marks will be based on the performance in the re-registered course and earn the minimum 40% marks.

3.4.2.4 If a student has less than 75% attendance, then he/ she has to re-register for the course to make-up for the deficient attendance during subsequent corresponding semester. The internal assessment marks will be based on the performance in the re-registered course.

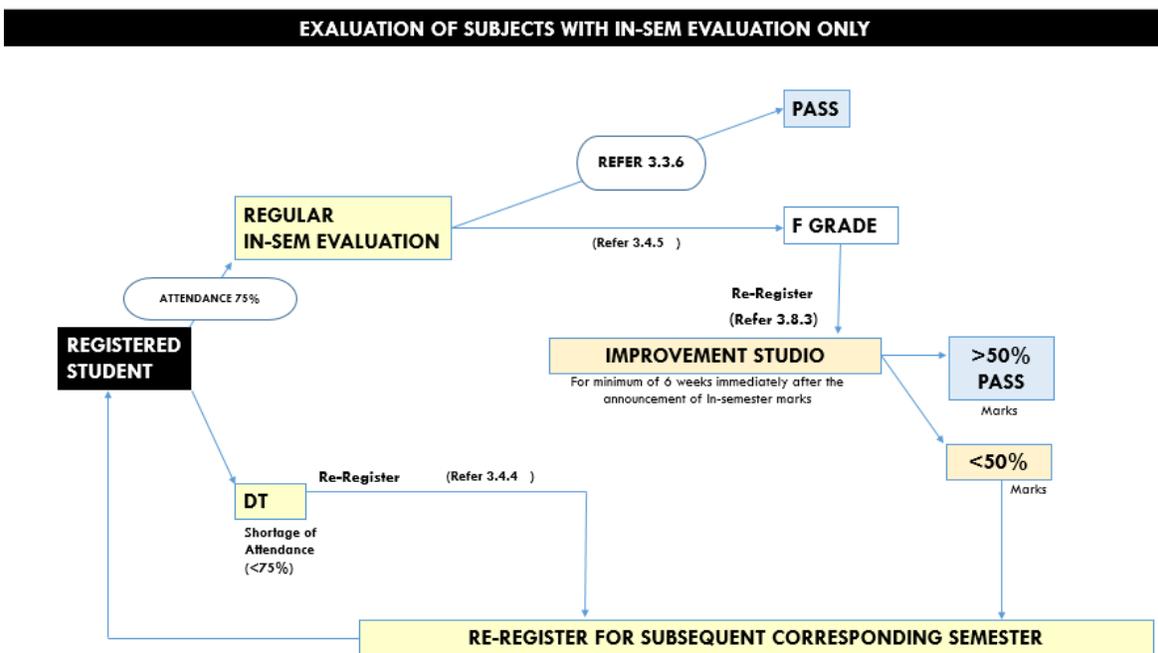


Figure 2: Evaluation of Courses with in sem evaluation only

3.4.3 Evaluation of Internship (Fourth Semester):

3.4.3.1 The evaluation for the Internship will be done at the end of the Fourth semester as an MLC coursework. The student shall be required to conduct ‘Mini Project’ and prepare a ‘Study Report’ which is formulated in consultation with the allotted guides in fourth semester, and evaluated as a report in fourth semester. (Should be treated as separate subject which is credited and evaluated.)

3.4.3.2 The In-semester assessment for Internship, of the reports submitted by the student, will be based on the Training Manual of Department of Design, Manipal School of Architecture and Planning.

3.4.3.3 The In-semester evaluation will be ‘Satisfactory’ or ‘Non-Satisfactory’ based on the requirements specified in the Training Manual.

3.4.3.4 In case the student is awarded ‘Non-Satisfactory’ he/she has to re-register for Practical Training and resubmit the improvement coursework after 6 weeks or with any academic cycle.

3.4.4 Evaluation for Mandatory Learning Courses (MLC):

Mandatory Learning Courses are compulsory courses a student has to undergo to satisfy the credit requirements of the program. The grading of the course shall be the choice of the concerned faculty to give as Grades or Satisfactory/ Non-Satisfactory performance which will appear in the Grade Sheet accordingly. However, they are not included for CGPA calculation.

3.4.5 Evaluation for Audited courses(AUD):

Audited courses are optional courses across different disciplines of MAHE that a student can take for additional learning, where the credits are as specified in the regular course structure and will appear in the Grade sheets. The grading of the course shall be the choice of the concerned faculty to give as Grades or Satisfactory/ Non-Satisfactory performance which will appear in the Grade Sheet accordingly. However, they are not included for CGPA calculation and are not part of the total credit for the program.

3.5 Evaluation Procedures:

For each subject, in-semester assessment and end-semester examination (wherever applicable) together contribute to the final grade awarded for the subject.

3.5.1 Relative Grading:

Marks obtained in the in-semester assessment and end-semester examination are added together and a 10-point grading system will be used to award the student with an overall letter grade for the subject.

3.5.2 Letter Grading System:

Final evaluation of a subject is carried out on a TEN POINT grading system. Grades and Grade Points are as shown below:

Grade	A+	A	B	C	D	E	F (Fail)
Grade Points	10	9	8	7	6	5	0

A student who earns a minimum of 5 grade points (E grade) in a subject is declared to have successfully completed the subject, and is deemed to have earned the credits assigned to that subject. A subject successfully completed cannot be repeated.

Students who fail to appear for end-semester examination will be awarded an 'F' grade on the grade sheet. Students who fail to appear for end semester examinations due to genuine reasons are eligible for 'I' (incomplete) grade (prior approval of the Director is necessary before examination). Students with 'I' grade/s should register for make-up examination by paying the prescribed fees.

3.5.3 Grade Point Average (GPA) & Cumulative Grade Point Average (CGPA):

Each subject grade is converted into a specific number of points associated with the grade as in 3.5.2. These points are weighted with the number of credits assigned to a subject. The Grade Point Average (GPA) is the weighted average of Grade Points awarded to a student. The grade point average for each semester will be calculated only for those students who have passed all the courses of that semester. The cumulative grade point average (CGPA) will be the weighted average of GPAs of all semesters at the completion of the course.

Calculation of GPA and CGPA:

Example:

Courses	Credits	Letter Grade	Grade Value	Credit Value	Grade Points
Maths	3	C	7	3 x 7	21
Chemistry	3	B	8	3 x 8	24
Physics	3	A	9	3 x 9	27
English	2	B	8	2 x 8	16
Total	11	Total			88

In this Case $GPA = \text{Total Grade Points} / \text{Credits} = 88 / 11 = 8$

Suppose the GPA's in two successive semesters are 7.0 and 8.0 with 26 and 24 respective course credits, then the,

$$CGPA = \frac{(7.0 \times 26) + (8.0 \times 24)}{26 + 24} = \frac{374}{50} = 7.48$$

$$GPA = \frac{\sum_{i=1}^n C_i G_i}{\sum_{i=1}^n C_i}$$

$$CGPA = \frac{\sum_{j=1}^N GPA_j * (\sum_{i=1}^n C_i)_j}{\sum_{j=1}^N (\sum_{i=1}^n C_i)_j}$$

Where,

n = number of courses

C_i = number of credits

N = number of semesters

G_i = corresponding grades

3.5.4 Valuation of Theory End-Semester Examinations:

Evaluation criteria for all courses will be as mentioned in 3.4

3.5.4.1 Valuation: Distributed single valuation will be followed for end semester theory examinations.

3.5.4.2 Paper seeing and Re-evaluation of answer scripts: A student may file an appeal for the re-evaluation of end semester examination answer scripts by submitting an application along with the specified fee. The student will be able to see his/her answer script and the scheme of valuation on a scheduled date and if not satisfied with the assessment, he/she can request for re-evaluation. The evaluation fee will be refunded in case of any change in grade after re-evaluation. The student will be awarded the marks obtained after re-evaluation irrespective of whether there is any improvement or not.

3.6 Promotion to next Academic Years - Academic Performance Requirements

Promotion of a student to the next academic year is subject to the minimum academic performance requirements as outlined in 3.3.3, 3.3.4, attendance criteria refer 3.4 and evaluation criteria refer 3.5.

A student earns the credits assigned to a subject, when he/she obtains an E or higher grade in that subject.

3.6.1 Pre-Requisites to register for semester

A candidate shall not be permitted to register for the third semester unless he/ she has completed the Product Study & Design – Women’s Wear course.

3.6.2 Pre-Requisites for Internship:

The student must clear all courses up to III semester to be eligible to appear for Mini Project defense in IV semester.

3.6.3 Break in Academic program

A student who discontinues the academic programme for any reason and re-joins the programme at a later date, shall be governed by the rules, regulations, courses of study and syllabi in force at the time of his/her re-joining the programme. He/ she will have to complete his pending coursework of his previous rules, regulations, courses of study and syllabi and transfer into the applicable rules, regulations, courses of study and syllabi.

3.7 Re-registration

3.7.1 Attendance Shortage:

If a student is not eligible to appear in the end-semester examination for not fulfilling minimum attendance requirements in any subject, he/she has to fulfil minimum attendance requirements by re-registering for those courses during subsequent corresponding semester provided he/she is free from any regular classes of his/her current semester by paying the prescribed fees.

3.7.2 Improvement of Internals for all Courses:

Students can re-register in one or more courses of the earlier semester(s) in which they have ‘F’ grade/s or less the minimum internals for improvement of internals by paying the prescribed fees in the corresponding semester for the respective courses within the maximum permissible duration of M.A. (Fashion Management). For details of internal marks and re-registration criteria refer 3.4

Students re-registered need to submit assignments/ sheets/ reports/ appear for sessional/tests for improvement of internals and appear for end-semester examination as per respective subject criteria in 3.4. However, there is no minimum attendance requirement for the same.

3.8 End-Semester Examination and Make-up (Supplementary) Examination:

- 3.8.1** The examinations at the end of a particular semester will be conducted only in the courses of the current semester. That is, at the end of the odd semester, examinations of only odd semester courses will be conducted. Similarly, at the end of the even semester, examinations of only even semester courses will be conducted.
- 3.8.2** Make-up examinations will be held any time after 2 weeks of announcement of results of the regular examinations, to allow the students who fail to secure 'E' or better grades in their regular attempt and also for those who missed regular examination due to valid reasons. Refer 3.4
- 3.8.3** The cut-off marks for grades in the make-up examination will be the same as those in the regular end-semester examination. However, the maximum grade that will be awarded in subsequent examinations to those students who were once awarded 'F' grade OR who were not eligible for the regular exam due to attendance shortage, in any subject will be 'C'. Students who are awarded 'I' grade, however, are eligible for whatever grade they achieve in subsequent examination.
- 3.8.4** A minimum of 40% in the end semester examination for courses with end-semester examination is essential to pass the subject.
- 3.8.5** A student will earn full credits in any subject only when he gets the minimum 40% in total aggregate assessments for the subject.

3.9 Withholding of Results:

Results will be withheld when a student has not paid his/her dues or when there is a case of indiscipline pending against him/her.

3.10 Requirements for Graduation:

A student is deemed to have completed the requirements for graduation if he / she has:

- i. Fulfilled all minimum requirements of study and earned the number of credits specified in the prescribed courses of study.
- ii. Paid all dues to the Institute.
- iii. Has no case of indiscipline pending against him/her.

3.11 Class Committees:

3.11.1 Constitution of the Class Committees

A class committee for each semester shall be constituted by the Director comprising of:

Course Teachers: Teachers of all courses of study in the given semester

Studio Coordinator: If there is more than one teacher in any given studio for any course one of the teachers will be nominated as the Studio Coordinator for the course.

Course Coordinator: If there is more than one teacher, one of the course teachers will be nominated as the Course Coordinator for the given course.

Class Coordinator: A Design Studio teacher from the given semester will be the Class Coordinator who will also chair the Class Committee.

3.11.2 Responsibilities of the Class Committee:

The responsibilities of the members of a class committee for each semester of the MA (FM) shall be as follows:

3.11.2.1 Course Teachers:

- Progressive marks and attendance of the students shall be published once in a fortnight and officially inform the students and the course coordinator. Sessional/test marks and attendance shall be displayed within a week of conduct of the same.
- To counsel all the students once a month, who have less than 75% attendance and/or less than 40% marks (progressive and sessional) and officially inform the same to the class coordinator.

- To officially inform the parents of the students who have critically low attendance (below 75%) and/or marks (below 40%) once in four weeks and submit the records to the Course Coordinator.
- Deviation from the course plan if required by a course teacher should be discussed with all the subject teachers and officially communicated to the course coordinator prior to implementation.
- Disciplinary issues, if any, should be officially communicated to the Class coordinator immediately.

3.11.2.2 Course coordinator:

To formulate the course plan of a given course in coordination with concerned course teachers before commencement of the semester and to obtain approval from the Director.

The summary of the report of informing the parents about critically low attendance (below 75%) and/or marks (below 40%) is submitted to the Class Coordinator.

3.11.2.3 Class coordinator

To officiate class committee meetings as per institutional requirements.

To compile the report as per the institution requirements to document the academic activities for the respective semesters.

3.11.3 Functions of the Class Committee:

The class committee shall meet three times a semester.

- The first meeting will be held before the commencement of the semester in which the nature of assessment procedures will be decided.
- The second meeting will be held one week after the first sessional to meaningfully interact and express opinions and suggestions to improve the effectiveness of teaching-learning process and analyze the performance of the students in the tests.
- The third meeting will be held after four weeks of the second class committee meeting to discuss performance of the students and/or any other issues.
- The class coordinator should get the minutes of the class committee meetings signed by the Director within a week of each class committee meeting.

- All academic records need to be submitted to program coordinators as per the institutional requirement.

4 ASSESSMENT OF CONDUCT

4.1 Students have to comply at all times with the Code of Conduct put forth by Manipal Academy of Higher Education.

4.2 Any violation will be recorded and reflected in the conduct certificate issued by the institute and/ or action taken as per University norms and Institutional policies.

THE RULES AND REGULATIONS ARE SUBJECT TO CHANGE/ AMENDMENTS FROM TIME TO TIME, AS AND WHEN NEED ARISES FOR FURTHER IMPROVEMENT IN THE ACADEMIC QUALITY.