

TAI4371 Concepts of Fashion

Level	4
Course Code	TAI4371
Course Title	Concepts of Fashion
Credit value	3
Core/Optional	Core (Fashion Design & Product Development)
Course Aim/s	To be able to understand theoretical knowledge on fashion and clothing.
Course Learning Outcomes (CLO):	After completing the course, student should be able to, CLO 1: Describe the evolution, functions and requirements of clothing. CLO 2: Describe the evolution of fashion and fashion related concepts. CLO 3: Explain the impacts of macro environmental factors on consumer behavior. CLO 4: Describe the concepts of mass production of clothing and classify the apparels based on various aspects. CLO 5: Describe the contribution made by famous fashion designers.
Content (Main topics, sub topics)	Outline Syllabus: Unit 1: Nature of clothing Unit 2: Introduction to fashion Unit 3: Fashion theories Unit 4: Fashion industry