



Academic Regulations

B. Des. Programme

Faculty of Art and Design
M.S. Ramaiah University of Applied
Sciences

2019

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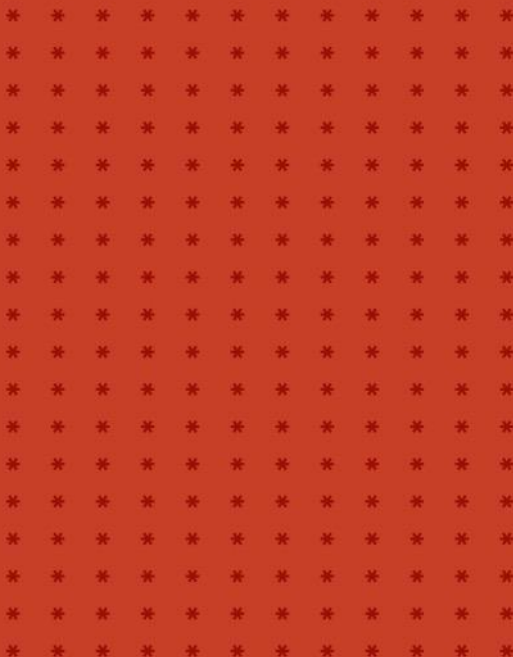


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Academic Regulations for B. Des. Programme

(Applicable for 2019 Batch onwards)

U.1 Short Title and Commencement

- a. The Regulations listed under this head are common for all disciplines of Bachelor of Design (B. Des.) programmes offered by the University.
- b. The Regulations hereunder are subject to amendments by the Academic Council of the University, from time to time, after obtaining approval of the Board of Management. Such amendments will be effective from such date and apply to such batches of candidates, including those already undergoing the programme, as may be determined by the Academic Council.

U.2 Definitions

- a. "Branch" means a discipline of design under the B. Des., Degree Programme (e.g. Product Design, Visual Communication, Fashion Design);
- b. "Programme" means a set of courses a student is required to successfully complete to become eligible for award of the B. Des. degree;
- c. "Programme specifications" mean the document that describes the educational aims, programme objectives, learning outcomes and the detailed programme structure for each Programme;
- d. "Commission" means the University Grants Commission (UGC);
- e. "University" means the M. S. Ramaiah University of Applied Sciences (MSRUAS);
- f. "Faculty" means the Academic Units of the University offering various academic programmes (e.g. Faculty of Art & Design);
- g. "Department" means an academic unit, under a Faculty, responsible for delivering the programme (e.g. Department of Industrial Design, Department of Fashion Design);
- h. "Course" means a subject, either theory or practical or both, listed under a programme;
- i. "Course Specifications" mean the document that describes the title, the learning outcomes, syllabus, teaching and learning methods and assessment methodology for each course;
- j. "Statutes" mean the MSRUAS Statutes;
- k. "Answer scripts" means test, assignment or examination answer sheet or booklet.

U.3 Academic Programme

U.3.1 Nomenclature of the Programme

The nomenclature and the abbreviation given below shall be used for this Programme of the University:

(i) Bachelor of Design (B. Des.)

In addition, the branch or discipline of design, if any, shall be indicated in brackets after the abbreviation. For example, the design Degree in Product Design programme will be abbreviated as “B. Des. (Product Design)”.

U.3.2 Medium of Instruction

The medium of instruction for the Programme is English.

U.3.3 Programmes Offered

The University offers the Bachelor of Design (B. Des.) Degree Programme in:

1. Product Design
2. Fashion Design

U.3.4 Study Scheme

The University follows the semester scheme for the Programme.

U.3.5 Academic Calendar

The academic calendar will be synchronized with the admission notification and allotment of candidates by the Government of Karnataka in each academic year. The details of the academic calendar are given in **Annexure – 1**.

U.4 Programme Duration

U.4.1 Normal Duration

The normal duration of the Programme is four years.

U.4.2 Maximum Duration

The maximum duration a student can take to complete the Programme is double the normal duration. i.e., Eight years.

U.4.3 Duration for Lateral Entry Scheme

A student admitted directly to the third semester, under lateral entry scheme, shall complete the programme within a period of three academic years from the date of first admission to the Programme. However, the maximum period permitted is double the normal duration of the Programme, i.e., six years from the date of first admission to the Programme.

U.5 Admissions

U.5.1 Admission of Students

Admission of students to various programmes listed under Section U.3.3 shall be made by the University as explained in the Prospectus or Notification issued before the commencement of each academic year.

U.5.2 Eligibility

- a. Eligibility for Karnataka students seeking admission under Government of Karnataka quota:

Candidates for admission to the Programme shall meet the eligibility criteria as described in Table-1.

Sl. No	Programme / Branch	Eligibility
1.	Product Design	a. A pass at Pre-University level or equivalent b. Any 3 year Diploma awarded by any State Board.
2.	Fashion Design	a. A pass at Pre-University level or equivalent b. Any 3 year Diploma awarded by State Board (However Diploma holders of Fashion Design / Apparel Design and Fabrication Technology (ADFT) / Handloom Technology / Textile Technology or allied discipline can opt for lateral entry)

- b. Eligibility for Indian students seeking admission:
- i. A pass at Pre-University level or equivalent is required for admission
 - ii. Any 3 years Diploma awarded by any State Board
- c. Eligibility for foreign students seeking admission:
- i. Foreign students should have a pass at pre University level or equivalent qualification approved by Association of Indian Universities
 - ii. Should have proof of proficiency in English
- d. Lateral Entry Scheme

A pass at 3 year Diploma awarded by any Central or State Technical Boards (Fashion Design/ Apparel Design and Fabrication Technology / Handloom Technology / Textile Technology or allied discipline) is required for admission to lateral entry into second year B. Des. Fashion Design.

U.5.3 Selection of Students

Selection of students for admission under Government of Karnataka will be based on Karnataka Government Notified Admission Test

Selection of other Indian students for admission is based on the admission policy of the University notified from time to time.

Selection of foreign students for admission is based on the admission policy of the University notified from time to time.

U.5.4 Admission to Programme

The selected candidates shall complete the admission procedure within the prescribed date by paying the prescribed fees and completing all other admission formalities notified by the University. Failure to do so may lead to cancellation of the selection.

U.5.5 Annual Programme Fee

Details of the fees payable for each Programme will be notified well in advance to the commencement of the Programme.

The fees, once paid, will not be refunded under any circumstances.

The continuation of a student's registration in subsequent academic years is subject to payment of the prescribed programme and registration fees for each of those years as well as the promotion to higher semesters as per the promotion criteria.

U.5.6 Free-ships and Scholarships

The Board of Management, in consultation with the Board of Governors, may consider offering free-ships / scholarships to deserving students who maintain a minimum level of academic performance on a yearly basis.

U.6 Credits

U.6.1 Credit Definition

- a. For theory classes: 1 credit is equivalent to 15 contact hours.
- b. For laboratory / field work / workshops / project work and allied activities: 1 credit is equivalent to 30 contact hours.

U.6.2 Typical Credit Structure

A typical Credit Structure for Programme work is given in Table-2.

Lectures (L)	Tutorials (T)	Practical (P)	Credits (L:T:P)	Total Credits	Total Contact Hours
4	1	0	4:1:0	5	5
3	1	0	3:1:0	4	4
3	0	2	3:0:1	4	5
2	1	2	2:1:1	4	5
0	0	6	0:0:3	3	6
4	0	0	4:0:0	4	4
2	0	0	2:0:0	2	2

U.6.3 Credit Requirements

- I. The total number of credits required to be earned by a Regular student to qualify for award of the B. Des., degree is shown in Table-3:

Programme	Normal duration		Total number of credits to be earned
	Years	Semester	
B. Des.	4	8	160

II. Registration of Courses during a semester

Each academic year is divided into two Regular Semesters, Semester 1 and Semester 2, of 20 weeks duration each.

A regular student is normally required to earn a total of 160 credits over 8 regular semesters spread over 4 years and averaging 20 credits in each semester such that the contact hours are around 32 hours per week. The credits to be earned by Lateral Entry students are around 120 plus such other credits required to be earned as prescribed at the time of admission.

U.7 Curriculum

The curriculum includes the

- Programme Specifications** document where the programme aims, objectives, learning outcomes of the programme and the detailed programme structure are described;
- Course Specifications** document which contains the course title, learning outcomes, syllabus, teaching and learning methods and the assessment methodology for each of the courses.

U.7.1 Development of Programme Curriculum

The Dean of the Faculty is required to establish a Board of Studies in a Department that proposes to offer B. Des., degree programme. The Board of Studies (BoS) comprises a team

of faculty members under the Chairmanship of a faculty member. The Chair and the members of BoS are nominated by the Dean of the Faculty. The BoS is responsible for formulating the curriculum of various courses for each B. Des., degree programme offered by that department. The BoS is also required to seek and obtain the opinion of external academic and industry experts on the curriculum so formulated. The curriculum is then presented to the Academic Council for its approval before the programme is offered by the University.

The curriculum for every programme is reviewed by the BoS once in every 4 years i.e. after one complete delivery cycle, and approval of the Academic Council is sought again. A member of the Faculty who formulates the curriculum of a course, delivers and assesses students undergoing that course is known as “**Course Leader**”.

U.7.2 Curriculum Framework

The curriculum framework for the Programme is given in **Annexure - 2**.

U.7.3 Minor programme

A Minor Programme is an additional programme of study of choice pursued along with main degree programme that can be registered by a candidate with the University. University offers a Minor Programme to meet the aspirations level of high performing students.

Programme Structure:

A Minor Programme is a 24 credit programme in a specific subject area offered during summer semesters over a period of 3 years (Table-4). It is expected that a candidate who has opted for a Minor programme need to complete 8 credits in each summer semester.

Sr.no.	Summer Semester	Credits X No. of Courses	Total Credits per year
1	2 nd year	4 X 2	8
2	3 rd year	4 X 2	8
3	4 th year	4 X 2	8
Total			24

Eligibility: A student is eligible to register only if he or she does not have any backlogs of the main degree programme.

Registration: Those students who have successfully earned defined number of credits for first to fourth semester can register for the Minor Programme. Eligible student should

register to Minor Programme by submitting prescribed application form to admission section of the Faculty and pay prescribed fee.

Progression in Minor Programmes is subjected to earning credits in the semesters of the main degree. Any failure in the prescribed courses of the main degree will be deterrent for further progression in minor.

Certification: The minor programme completed by a candidate will be mentioned in the Degree Certificate awarded for successful completion of the main degree programme, the candidate had registered for. Successfully completing a Minor should not be mistaken for an additional degree, it is just an additional qualification and a grade card will be issued to this effect with Minor Programme of Study mentioned in the Degree Certificate. A Minor Programme needs to be completed before the award of main degree registered for, since it is required to be mentioned in the degree certificate. If the minor programme is not completed before the award of the main degree, only a grade card will be issued and no mention of Minor programme will be made in the degree certificate.

A candidate will never be allowed to demand for a new degree certificate with minor programme mentioned, if the programme is completed after the main degree has been awarded and certificate has been issued.

Refer to 'Programme Specification- Minor Programme' on website

U.8 Programme Delivery

The courses under each programme are delivered in accordance with the time table provided at the beginning of the semester. The delivery of a theory course may include but is not limited to:

1. Face-to-Face Lectures using Audio-Visuals
2. Workshops
3. Demonstrations
4. Guest Lectures
5. Industry Visit

Typically, a laboratory practice session is scheduled based on the number of credits it carries. Normally one credit over the semester is equal to 30 hours. Laboratory work is normally delivered through a combination of instructions and demonstrations and is followed by student work.

Students are also required to carry out project work which forms part of the curriculum. The details of student project execution and assessment are available in the **Course Specifications**.

U.8.1 Attendance Requirement

- Considering the programme workload, students are advised to attend all classes conducted during a semester. The mandatory minimum attendance is 80% of the classes in each of the courses in a given semester.
- However, a shortfall in attendance, up to a maximum of 5%, may be condoned by the HOD/Dean of the Faculty under special circumstances like medical emergencies, participation in sports, cultural activities, seminars, workshops and paper presentation etc. at the State, National or International level representing the University or any other acceptable emergency situations and with the prior permission of the concerned HOD and intimation to his/her Proctor.
- The basis for calculation of attendance shall be the period prescribed by the University in its annual calendar of events.
- For first semester students attendance is computed from the date of registration to the programme.
- If a student does not fulfil the attendance requirements in any course he/she is not permitted to attend the Semester End Examination (SEE) in that course and is deemed to have failed in that course. The student is required to Re-register to the course.

U.9 Assessment

U.9.1 Achievement Testing

During each semester, students' performance is assessed through Continuous Evaluation (CE) and a Semester End Examination (SEE). CE and SEE weightages to be decided by the Course Leader delivering the programme.

The course leaders in consultation and approval of HOD will announce the scheme of assessment method adopted for the particular course he/she handles.

1. Continuous Evaluation (CE):

This includes mid-term tests, assignments, creative work submission, viva-voce, quiz, seminars, mini projects and other such evaluation methods designed for specific courses and conducted as per the norms of the University for Assessment.

2. Semester End Examination (SEE):

This includes a written and / or laboratory examination conducted as per the norms of the University for Assessment.

U.9.2 Examiners

U.9.2.1 Internal Examiner

The course leader is responsible for the setting of question papers for both CE and SEE, supervision of the examinations and valuation of the answer scripts, as described in the Programme Specifications as well as Course Specifications. The course leader becomes the internal examiner for that course. The question papers and assignments, set for each course, are reviewed and approved by the BoE and Quality Team.

U.9.2.2 Marking System

The University follows the absolute marking system and grades are awarded based on the marks.

U.9.2.3 Rounding Off Policy

The rounding off policy is as below:

The values of attendance percentage, Component-1 and Component-2 marks are to be 'rounded up' to the nearest integers.

The SGPA and CGPA values are to be 'rounded off' up to two decimal places.

U.9.2.4 Retention of Assessed Documents

Retention of Assessed Documents "As per the Retention Policy of the University"

U.9.3 Pass Criterion and Earning of Credits

U.9.3.1 Pass Criterion

A student is required to score a minimum of 40% marks overall in each course, as prescribed in the respective course specification document. It is mandatory to attend semester end examination to pass the course.

U.9.3.2 Earning of Credits

A student shall be considered to have successfully completed a course and earned the credit(s) if he/she has passed the course.

U.9.4 Failure to Earn Credits in a Course and Opportunities for Make-up

A student will be declared “Failed” in a course under the following circumstances:

1. Not satisfied the attendance requirement (not eligible for SEE)
2. Satisfied attendance requirement but remained absent for SEE
3. Satisfied attendance requirement but scored less than 40% marks in CE and SEE together

Students are given the following opportunities for passing a failed course and earn credits:

1. Students in above category 1 (declared as Re-Registration category) will register for the failed course during any future offerings and satisfy the attendance requirement and marks requirement for passing a course.
2. Students in above categories 2 and 3 (declared as Re-Sit category) shall appear for the SEE alone in the next opportunity provided.

Note:

- If a student re-registers for any course, the earlier results in that course will be treated as null and void.
- Students registering for Re-sit or Re-Registration will have to do so by paying prescribed fees and submitting an application to E&A section.

Academic Misconduct: As per the Academic Misconduct Policy of the University

U.9.5 Promotion Criterion

1. A student is permitted to carry-over all the courses from a given regular, odd semester to the next regular even semester.
2. A student can be promoted to the next academic year with a backlog of maximum 4 courses of Re-Registration category (Not eligible for SEE) from the previous academic year. The 4 courses exclude “AECC” courses.
3. A student will be promoted to the third year provided the student has passed all the core courses of the first year of study
4. A student will be promoted to the fourth year provided the student has passed all the core courses of the second year of study

Ability Enhancement Compulsory Courses (AECC):

List of Courses as mentioned below in Table-5 are required to be successfully completed by earning credits for award of the Degree.

Table - 5: B. Des., in Product Design and Fashion Design			
Sl. No	Course Code	Course Title	Credits
1	19AEC110A	Creative Writing for Design Communication	3
2	19AEC210A	Environmental Studies	2
3	19AEC410A	Soft Skills and Professional Development	2
Total Credits			07

U.9.6 Programme Quality Monitoring

U.9.6.1 Staff Student Consultative Committee

- a. Staff-student consultative committee meeting is held for each programme half way through regular semester and is organized by the Academic Registrar (Faculty)
- b. The Dean of the Faculty chairs the meeting
- c. HODs of all departments, Academic Registrar (Faculty), Managers of Academic Registry, Administrative Registrar (Faculty), Managers of Administrative Registry and Class Representatives are members of the committee
- d. One class Representative per section be nominated/elected by the Academic Registrar (Faculty)/ HOD during the first week of every semester
- e. During the committee meeting, students experience on academic issues, teaching and learning support and student amenities are discussed and suitable action plans are initiated if required.

U.9.6.2 Subject Assessment Board (SAB)

SAB meetings are chaired by the Dean of the concerned Faculty. The Heads of Departments and the Course Leaders will be the members.

U.9.6.3 Programme Assessment Board (PAB)

A yearly programme evaluation will be conducted by the Board as constituted by the Vice Chancellor of the University.

U.9.7 Academic Awards

U.9.7.1 Award of Grades

Students will be awarded Grades based on marks scored. The basis for awarding Grades is shown in Table – 6.

Table –6 : Grade Definition and Grade Points		
Grade Point	Letter Grade	Proposed Revision
10	O (Outstanding)	>90 to ≤100
9	A+ (Excellent)	>74 to ≤90
8	A (Very Good)	>60 to ≤74
7	B+ (Good)	≥55 to ≤60
6	B (Above Average)	≥50 to <55
5	C (Average)	>44 to <50
4	P (Pass)	≥40 to ≤44
0	F (Fail/Absent)	<40

Computation of SGPA and CGPA

$$SGPA (S_i) = \frac{\sum (C_i * G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

$$CGPA = \frac{\sum (C_i * S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

U.9.7.2 Announcement of Results

The office of the Academic Registrar (Faculty) will announce the results of the students during a given semester on the Faculty notice board.

U.9.7.3 Re-evaluation of SEE

Students can apply for re-evaluation of SEE answer scripts on paying the fees prescribed within six working days after the announcement of results.

Re-evaluation is not applicable for laboratory examination.

The marks obtained after re-evaluation is the final marks scored by the student in that course in that attempt. Under no circumstances the re-evaluation fees is refunded to the student.

U.9.7.4 Withholding of Results

Students' results may be withheld, if the student:

1. Has been subjected to disciplinary action and a decision is pending;
2. Is in debt to the University;

3. Has failed to meet the academic requirements

All pending results will be announced as soon as the issue in question is resolved to the satisfaction of the University.

U.9.7.5 Statement of Learning and Achievement (Grade card)

Every student will be issued a Grade card at the end of each semester.

A consolidated grade card of all the semester will be issued during the convocation along with the degree certificate.

The Consolidated Marks Card will be issued only on request by the students on payment of prescribed fee.

U.9.7.6 Degree Certificate

The Degree Certificate, issued under the University Seal, will have the student's name, University roll number, name of the degree awarded.

The Degree Certificate will bear the signature (facsimile) of the Vice-Chancellor.

U.9.7.7 Provisional Degree Certificate

A Provisional Degree Certificate will be issued by the office of Academic Registrar-University, only on request by the students on payment of prescribed fee. The Provisional Degree Certificate will bear the signatures (facsimiles) of the Registrar and Academic Registrar of the University.

U.9.7.8 Convocation

A Convocation ceremony will be held once every year. Students will be conferred their Degree by the Vice –Chancellor or his / her nominee (normally the Dean of the concerned Faculty) during the convocation ceremony. The degree will be awarded in the presence of the University's Mace.

Graduating students who are unable to attend the convocation, in person, can apply for award of the degree *in absentia* after paying the prescribed fee.

U.10 Other Academic Matters

U.10.1 Credit Framework for Online Courses

The students can complete up to 12 credits through online education such as SWAYAM route and an international online platform like coursera.org, uredit.com, udacity.com, or edx.com.

Courses: The courses can be from:

1. Professional Elective Group but not limited to the list of Professional Elective Courses specified by the department.
2. Skill enhancement courses

Registration: Students are required to register with the permitted online platform organization of their choice for the courses on approval by the respective HOD.

Assessment: The registered students are required to undergo assessment specified by the online platform.

Submission of Completion Certificate: The student should submit the course completion certificate with grades/marks awarded to the concerned Faculty Academic Registrar.

Awarding of Grade: In case of "Grade" not awarded by the course offering institution/platform Course Leaders will be conducting an assessment in consultation with HOD/ Dean/ Academic Registrar (Faculty) to award grade.

U.10.2 Student Transfers / Migration

Students can seek a transfer from one branch to another branch of the same Faculty in the University at the beginning of the second year (i.e. third semester) after obtaining the necessary approvals in this regard. Such transfers will be considered subject to vacancies being available in the desired branch and as per change of branch guidelines.

Migration of students from another Institution/University to the University may be accepted if there are vacancies available in the requested programme and subject to the submission of a **No Objection Certificate** from the Institution/University the student is presently studying in and meeting the programme requirements. In such matters, the decision of the Academic Equivalence Committee will be final.

Students who would like to migrate to another University/Institution will be required to obtain a **No Objection Certificate** from the University

U.10.3 University Awards

The University may recognize meritorious performance of students by conferring various awards. These awards will be presented to students during the convocation.

U.10.4 Donor Awards

For the award of prizes and medals instituted by donors the conditions stipulated by the donors will be considered by the Board of Management.

U.10.5 Corrections in Statement of Learning and Achievement and Certificates

Students can apply for corrections in any transcript/marks card and degree certificate issued by the University within six months from the date of issue.

U.10.6 Duplicate Transcripts and Degree Certificate

In the event of a student losing the original transcripts or degree certificate, he/she can apply for the issue of re-printed documents. Re-printed transcripts will be issued against payment of the prescribed fee. The reprints will carry the caption "Duplicate".

U.10.7 Termination from the Programme

A student will be required to withdraw from the Programme and leave the University on the following grounds:

1. Failure to earn the required number of credits within the prescribed maximum number of attempts;
2. Absence for two or more semesters, in succession, during any part of the programme without prior approval;
3. Failure to meet the standards of discipline prescribed by the University from time to time;
4. Failure to complete the Programme within the prescribed maximum duration permitted by the University's Regulations.

U.10.8 Conduct and Discipline

The provision relating to discipline and code of conduct that applies to every member of the University is as described in Chapter 8 of the MSRUAS Statutes.

U.10.9 Intellectual Property

The provision governing Intellectual Property that is generated by a member of the University is as described in Chapter 9 of the MSRUAS Statutes.

U.11 Amendments to the Academic Regulations

Any other issues not covered in this document will be referred to Academic Council. The decision of the Academic Council in such matters shall be final. These Regulations may be

amended from time to time by the Academic Council and approved by Board of Management.



All concerned are strongly urged to ensure their understanding of the Academic Regulations and time to time amendments thereof.

Consequences resulting out of failure to read and understand the Academic Regulations shall rest only with the individual concerned.



Annexure - 1

The details of the academic year are given in Table – 7.

Table – 7 Academic Year																
Sl. No	Description	Remarks														
1	Number of semesters in a year	Two semesters – odd and even														
2	Semester duration in weeks	20 weeks each for regular semesters (Odd/Even)														
3	Typical academic activities in weeks	<table border="1"> <tr> <td colspan="2">Regular Semester: 0.5 week</td> </tr> <tr> <td>Registration and Induction</td> <td>0.5 week</td> </tr> <tr> <td>Course Work</td> <td>14.5 weeks</td> </tr> <tr> <td>Examination Preparation</td> <td>1 week</td> </tr> <tr> <td>Laboratory Examination</td> <td>1 week</td> </tr> <tr> <td>Theory Examination</td> <td>2 weeks</td> </tr> <tr> <td>Holidays</td> <td>1 week</td> </tr> </table>	Regular Semester: 0.5 week		Registration and Induction	0.5 week	Course Work	14.5 weeks	Examination Preparation	1 week	Laboratory Examination	1 week	Theory Examination	2 weeks	Holidays	1 week
Regular Semester: 0.5 week																
Registration and Induction	0.5 week															
Course Work	14.5 weeks															
Examination Preparation	1 week															
Laboratory Examination	1 week															
Theory Examination	2 weeks															
Holidays	1 week															
4	Evaluation	Continuous Evaluation (CE) and Semester End Examination (SEE), and student's performance in course, laboratory and other activities														
5	Other items	<ul style="list-style-type: none"> The total number of working days in an academic year shall be > 180; Academic schedules prescribed by the University shall be strictly adhered to by all the concerned 														
Detailed Academic Calendar is available on University Website.																

Annexure – 2**Curriculum Framework for Product Design**

Sl. No.	Course Category	Credits
1	Art Foundation Courses	21
2	Design Foundation Courses	26
3	Product Design Courses	82
4	Professional Core Electives	16
5	Ability Enhancement Courses	7
6	Skill Enhancement Courses	8
	Total Credits	160

Curriculum Framework for Fashion Design

S. No.	Course Category	Credits
1	Art Foundation Courses	21
2	Design Foundation Courses	14
3	Textile Foundation Courses	12
4	Sewing Foundation Courses	12
5	Fashion Design Courses	70
6	Professional Core Electives	16
7	Ability Enhancement Courses	7
8	Skill Enhancement Courses	8
	Total Credits	160