



JECRCTM
UNIVERSITY
BUILD YOUR WORLD

FACULTY OF DESIGN

SYLLABUS AND COURSE STRUCTURE

B.DES IN JEWELLERY DESIGN SCHEME

BATCH (2023 – 27)

Title of Degree Program

B.DES in Jewelry Design

Definition of credit hour:

One credit hour is 1 hour of theory lecture and one credit hour is 2 hours of practical work

Degree plan

Following is the list of courses from

SEMESTER I

Sem	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
I	1	BDE083B	JEWELLERY SKETCHING & RENDERING	Core & Minor for other discipline	0	0	8	8	4
	2		ALLIED-DISCIPLINE ELECTIVE-I	Minor	4	0	0	4	4
	3	BDE122B	DESIGN FOUNDATION	Core	0	0	8	8	4
	4	DCH001A	ENVIRONMENTAL SCIENCE	VAS	2	0	0	2	2
	5	DEN001A	COMMUNICATION SKILLS	AEC	2	0	2	4	3
	6	DIN001A	CULTURE EDUCATION-I	VAS	2	0	0	2	2
	7		OPEN ELECTIVE-I	Inter-disciplinary courses	3	0	0	3	3
TOTAL =								31	22

SEMESTER II

Sem	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
II	1	BDE091B	HISTORY OF JEWELLERY DESIGN & CONTEXT	Core & Other discipline Minor	4	0	0	4	4
	2		ALLIED-DISCIPLINE ELECTIVE-II	Minor	4	0	0	4	4
	3	BDE105A	METALLURGY & GEMOLOGY	Core	2	0	0	2	1
	4	BDE127A	DESIGN PROCESS	Core	0	0	4	4	2
	5	BDE088A	JEWELLERY MANUFACTURING-I	Core	0	0	4	4	2
	6	BDE089A	COMPUTER AIDED DESIGN-I	SEC	0	0	4	4	2
	7	DEN002A	PROFESSIONAL SKILLS	SEC	2	0	2	4	3
	8	DIN002A	CULTURE EDUCATION-II	VAS	2	0	0	2	2
			OPEN ELECTIVE-II	Inter-disciplinary courses	3	0	0	3	3
TOTAL =								31	23

NOTE: Exit option available after Semester: II/Year: I, with **1-YEAR CERTIFICATE IN JEWELLERY DESIGN** after securing **49Credits (22 Cr. + 23 Cr. + 4 Cr.)**, provided they secure **4 credits** in the following Skill-Enhancement Course offered during the SUMMER TERM; in addition to **5 credits** from skill-based courses earned during FIRST AND SECOND SEMESTER (*BDE175A + DEN002A*).

COURSE CODE	COURSE NAME	COURSE CATEGORY	L	T	P	CONTACT HRS.	CREDIT
BDE128A	CRAFTS DESIGN & DEVELOPMENT	Summer Term Course (SEC)	0	0	8	8	4

SEMESTER III

Sem	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
III	1	BDE151A	INDIAN JEWELLERY INDUSTRY OVERVIEW	Core & Minor for other discipline	4	0	0	4	4
	2		ALLIED-DISCIPLINE ELECTIVE-III	Minor	4	0	0	4	4
	3	BDE095B	COMPUTER AIDED DESIGNING-II	Core	0	0	4	4	2
	4	BDE094B	JEWELLERY MANUFACTURING-II	Core	0	0	4	4	2
	5	BDE215A	STILL PHOTOGRAPHY	Core	0	0	4	4	2
	6	BDE090B	GOLD JEWELLERY DESIGNING	Core	0	0	4	4	2
	7	DEN003A	LIFE SKILLS-I (PERSONALITY DEVELOPMENT)	VAS	1	0	2	3	2
	8	DIN003A	VALUE EDUCATION-I	VAS	2	0	0	2	2
			OPEN ELECTIVE-III	Inter-disciplinary courses	3	0	0	3	3
TOTAL =								32	23

SEMESTER IV

Sem	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
IV	1	BDE115B	JEWELLERY RETAIL & EXPORTS	Core & Minor for other discipline	4	0	0	4	4
	2		ALLIED-DISCIPLINE ELECTIVE-IV	Minor	4	0	0	4	4
	3	BDE100B	COMPUTER-AIDED DESIGN-III	Core	0	0	4	4	2
	4	BDE099A	JEWELLERY MANUFACTURING-III	Core	0	0	4	4	2
	5	BDE104B	MARKETING & MERCHANDISING	Core	2	0	0	2	1
	6	BDE152A	INDIAN JEWELLERY WORKSHOP	Core	0	0	4	4	2
	7	BDE096B	DESIGN PROJECT-I	Core	0	0	6	6	3
	8	DMA011A	LIFE SKILLS-II (APTITUDE)	VAS	1	0	1	2	2
	9	DIN004A	VALUE EDUCATION-II	VAS	1	0	0	1	1
TOTAL =								31	21

NOTE:

1. Exit option available after Semester: IV/Year: II, with **2-YEAR UG DIPLOMA IN JEWELLERY DESIGN** after securing **93Credits (22 Cr. + 23 Cr. + 23 Cr. + 21 Cr. + 4 Cr.)**, they secure **4 credits** in the following Skill-Enhancement Course, offered during the second year's SUMMER TERM.

COURSE CODE	COURSE NAME	COURSE CATEGORY	L	T	P	CONTACT HRS.	CREDIT
BDE153A	COSTUME JEWELLERY PROJECT	Summer Term Course (SEC)	0	0	8	8	4

2. Students continuing to **THIRD YEAR of the UG Program** will undergo a 'SUMMER INTERNSHIP' in the JEWELLERYDESIGN/ MANUFACTURING/RETAIL INDUSTRY (120 hrs. of work/4-week), which will be evaluated in Semester: V/Year: III, through a Seminar/Presentation (L-T-P=0-0-0/4-credit).

SEMESTER V

Sem	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
V	1	BDE154A	INTERNATIONAL JEWELLERY INDUSTRY OVERVIEW	Core & Minor for other discipline	4	0	0	4	4
	2		ALLIED-DISCIPLINE ELECTIVE-IV	Minor	4	0	0	4	4
	3	BDE107B	COMPUTER AIDED DESIGN-IV	Core	0	0	4	4	2
	4	BDE106A	JEWELLERY MANUFACTURING-IV	Core	0	0	4	4	2
	5	BDE155A	JEWELLERY BUSINESS MANAGEMENT	Core	2	0	0	2	2
	6	BDE156A	LUXURY PRODUCT PACKAGING	Core	0	0	4	4	2
	7	BDE103B	DESIGN PROJECT-II	Core	0	0	4	4	2
	9	BDE133A	SUMMER INTERNSHIP	Core	0	0	0	0	4
	TOTAL =								26

SEMESTER VI

Sem	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
VI	1	BDE157A	THEME-BASED JEWELLERY DESIGN	Core & Minor for other discipline	0	0	8	8	4
	2		ALLIED-DISCIPLINE ELECTIVE-VI	Minor	4	0	0	4	4
	3	BDE158A	BRANDING, PROMOTION & E-COMMERCE	Core	2	0	0	2	2
	4	BDE097B	JEWELLERY TRENDS & STYLING	Core	2	0	0	2	1
	5	BDE102A	LIFESTYLE ACCESSORY DESIGN	Core	0	0	4	4	2
	6	BDE116B	INDUSTRY LIVE PROJECT	Core	0	0	6	6	3
	7	BDE036B	PORTFOLIO DEVELOPMENT	Core	0	0	4	4	2
	8	BDE031A	EDUCATIONAL TRIP	Core	0	0	0	0	1
	TOTAL =								30

NOTE: Exit option available after Semester: VI/Year: III, with **UG DEGREE IN JEWELLERY DESIGN** after securing **129 Credits (22 Cr. + 23 Cr. + 23 Cr. + 21 Cr. + 4 Cr. + 22 Cr. + 18 Cr.)**.

SEMESTER VII

Sem	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
VII	1	BDE159A	DESIGN & LAW	Core & Minor for other discipline	4	0	0	4	4
	2		ALLIED-DISCIPLINE ELECTIVE-VII	Minor	4	0	0	4	4
	3	BDE160A	JEWELLERY DESIGN COLLECTION (LIVE PROJECT)	Core	0	0	12	12	6
	4	BDE041B	FINAL PORTFOLIO (GUIDED-PROJECT)	Core	0	0	2	2	1
	TOTAL =								22

SEMESTER VIII

Sem	Sr. no.	Course Code	Course Name	Course Category	L	T	P	Total Contact Hrs.	Credit
VIII	1	BDE108B	VISUAL MERCHANDING	Core & Minor for other discipline	4	0	0	4	4
	2		ALLIED-DISCIPLINE ELECTIVE-VIII	Minor	4	0	0	4	4
	3	BDE040B	INDUSTRY APPRENTICESHIP (OFF-CAMPUS TRAINING)	Core	0	0	0	0	4
	4	BDE037B	RESEARCH PROJECT & DISSERTATION	Core	0	0	24	24	12
	TOTAL =								32

- Total Credit for Batch 2021-2025=169
- Total Relaxation= nil
- Semester Wise Credit Distribution

1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	Total	Minimum credit Required
22	23	23	21	22	19	15	24	169	