GURU KASHI UNIVERSITY

Doctor of Philosophy
(Fashion Designing)

Session: 2025-26

Faculty of Visual & Performing Arts

Program Structure									
Course Code	**Course Title**	**Type of Course**	**L**	**T**	**P**	**Total Credits**	**Internal**	**External**	**Total Marks**
PPH109	Research Methodology	Core	4	0	0	4	30	70	100
PPH102	Research and Publication Ethics	Core	2	0	0	2	30	70	100
PPH136	Fashion Designing- an Overview	Core	4	0	0	4	30	70	100
PPH104	Computer Applications in Research	Skill Based	0	0	4	2	30	70	100
Total Numbers of Credits						12	**120**	**280**	**400**

Course Title: Research Methodology
Course Code: PPH109

L	T	P	Credits
4	0	0	4

Total Hrs.60

Course Learning Outcomes:
Upon the completion of this course (Research Methodology), the learners will be able to:

1. Identify and explain the main research paradigms (qualitative, quantitative, mixed-methods) and methodologies (experimental, survey, ethnographic, etc.) relevant to visual and performing arts research.
2. Develop a research proposal, including a clear research question, objectives, methodology, and expected outcomes, relevant to visual and performing arts.
3. Analyze and critique research studies in visual and performing arts, identifying strengths, limitations, and potential biases.
4. Identify and apply ethical principles and guidelines in research, including informed consent, confidentiality, and intellectual property.
5. Use appropriate research tools and techniques, select and apply appropriate research tools and techniques, (surveys, interviews, observations and content analysis) in visual and performing arts research.
6. Collect, analyze, and interpret data using appropriate statistical and qualitative methods, relevant to visual and performing arts research.
7. Communicate research findings effectively through presenting research findings in a clear, concise, and visually effective manner, using appropriate formats (academic papers, presentations, exhibitions).

8. Integrate research into practice through Apply research findings in visual and performing arts.

9. Develop critical thinking and problem-solving skills through the analysis and critique of research studies and the design of research proposals.

10. Develop creative and innovative thinking through the application of research methodologies to visual and performing arts practice.

11. Develop effective communication and collaboration skills through the presentation and discussion of research findings and proposals.

12. Design a research study in any domain of performing arts-music.

Course Contents

Research Methodology in Visual & Performing Arts

Unit I

15 Hours

- Defining research and its significance.
- Aims and objectives/scope and types of research
- Areas of research in visual and performing arts
- Criteria for selection of the research problem.

Unit II

15 Hours

- Sources of research (primary and secondary) in visual and performing arts.
- Methods of data collection and its tools.
- Formulation of hypothesis and its types.
- Sampling design
- Writing synopsis

Unit III

15 Hours

- Methods of data analysis
- Tabulation, statistical data analysis
- Drawing inferences
- Writing research report

Unit IV

15 Hours

- Multi-disciplinary research approaches in visual and performing arts.
- Research design for therapeutic studies in visual and performing arts.

Transaction Mode

- Group Discussion, Quiz, Open Talk, One-minute presentation/art performance, Assignment

Suggested Readings

- Best John w., (1971) Research in education, Englwood Cliffs, Prentice Hall, Inc, New Jersey.
- Sharma Manorma, (1990) Sangeet evam Shodh parvidhi, Chandigarh Sahitak Academy
- Sharma Ravi. (2020) Sangeet mein shodh parvidhi, Touryatrikam Publication, Delhi
- Sharma Dr. Vandana, (2016) Bhartiya sangeet mein anusandhan ki samsyaein, Sanjay publication, Delhi
- Montgomery, D. C & Kowalski, S. M. (2007). Design *and Analysis of Experiments*, Hoboken, New Jarcy: John Wiley and Son.
- Kothari, C.K. (2004). *Research Methodology: Methods and Techniques*, New Delhi: New Age International Publication.
- Krishna swamy, K N, Siva kumar, AI &Mathirajan,M. (2005) .*Research Methodology: Integration of Principles, Methods and Techniques*, New Delhi: Pearson Education.
- Chawla, Deepak &Sondhi, Neena. (2002). Research *Methodology Concepts and Cases*, New Delhi: Vikas Publishing House Pvt Ltd.
- Panneerselvam, R. (1998). *Research Methodology,* New Delhi: PHI Publication.
- Cooper, D. R., Schindler, P. S. (2016). *Business Research Methods,* New York: Tata McGraw Hill.
- Gupta, S. P. (2021) *Statistical Methods*, Delhi: Sultan Chand & Sons Publication (Forty Sixth Revised Edition
- Bryman, Alan (2012): *Social Research Methods*, 4th ed., Oxford: Oxford University Press.
- Bryman, Alan,(2018),*Social ResearchMethods,*(5th ed.).New Delhi: Oxford University Press.
- Della Porta, Donatella and Michael Keating (2008): —How Many Approaches in theSocialSciences?An EpistemologicalIntroduction‖,in:DonatelladellaPortaandMichaelKeating(eds.), *ApproachesandMethodologiesintheSocialSciences,Cambridge:*CambridgeUniversityPress.
- Denzin, Norman and Yvonna Lincoln (2013): —*Introduction: The Discipline andPractice*

of Qualitative Research‖, in Norman Denzin and Yvonna Lincoln, CollectingandInterpreting QualitativeMaterials,London: Sage.

- Giri,Arunangshu,Biswas,Debasish,(2019),*ResearchMethodologyForSocialSciences,*NewDelhi:SagePublicationsIndiaPvtLtd.
- Kumar,Ranjit,(2019),*ResearchMethodology:AStep-By-StepGuideForBeginners,* (5thed.).NewDelhi:Sage PublicationsAsia-PacificLtd.
- Lune,Howard,Berg,Bruce,L.(2017),*Qualitative Research Methods For Social Sciences,* (9thed.).PearsonIndia.
- Neuman, W. Lawrence, (2014), *Social Research Methods : Qualitative and Quantitative Approaches,* (7thed.). U.S.A: Pearson Education Limited.
- Gupta, S.C. and Kumar, V. (2020), *Fundamentals of Mathematical Statistics*.Sultan Chand and Sons.
- Ronald, E. Walpole.(2017) .*Probability and Statistics for Engineers and Scientists* (9th ed), Boston: Pearson Publication.Babbie,Earl(2010):*ThePracticeof SocialResearch,*12th ed.,Belmont:Wadswor

Course Title: Research and Publication Ethics

Course Code: PPH102

L	T	P	Credits
2	0	0	2

Total Hours 30

Learning Outcomes

On the completion of the course the students will be able to

1. To have awareness about the publication ethics and publication misconducts.
2. To understand indexing and citation databases, open access publications, research metrics (citations, h-index, impact factor etc.)
3. Develop hands-on skills to identify research misconduct and predatory publications.

Course Content

- **RPE 01: PHILOSOPHY AND ETHICS (3 Hrs.)**

  1. Introduction to philosophy: definition, nature and scope, concept, branches
  2. Ethics: definition, moral philosophy, nature of moral judgements and reactions

- **RPE 02: SCIENTIFICCONDUCT (5 Hrs.)**
  1. Ethics with respect to science and research
  2. Intellectual honesty and research integrity
  3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
  4. Redundant publications: duplicate and overlapping publications, salami slicing
  5. Selective reporting and misrepresentation of data

- **RPE 03: PUBLICATION ETHICS (7 Hrs.)**

  1. Publication ethics: definition, introduction and importance
  2. Best practices / standards setting initiatives and guidelines: COPE, WAME, etc.
  3. Conflicts of interest
  4. Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types
  5. Violation of publication ethics, authorship and contributor ship
  6. Identification of publication misconduct, complaints and appeals
  7. Predatory publishers and journals

PRACTICE

- **RPE 04: OPEN ACCESS PUBLISHING (4 Hrs.)**
  1. Open access publications and initiatives
  2. SHERPA/ROMEO online resource to check publisher copyright & self- archiving policies
  3. Software tool to identify predatory publications developed by SPPU
  4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggester, etc.

- **RPE 05: PUBLICATION MISCONDUCT (4 Hrs.)**

  A. Group Discussions (2 hrs.)

  1. Subject specific ethical issues, FFP, authorship
  2. Conflicts of interest
  3. Complaints and appeals: examples and fraud from India and abroad

  B. Software tools (2 hrs.)

  Use of plagiarism software like Turnitin, Urkund and other open source software tools

- **RPE 06: DATABASES AND RESEARCH METRICS (7 Hrs.)**

  A. Databases (4 hrs.)

  1. Indexing databases
  2. Citation databases: Web of Science, Scopus etc.

  B. Research Metrics (3 hrs.)

  1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, Cite Score
  2. Metrics: h-index, g-index, i10 index, altmetrics

Suggested Readings

1. Bird, A. (2006). Philosophy of Science. Routledge.
2. MacIntyre, A. (1967) A Short History of Ethics. London.
3. P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:978-9387480865
4. National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
5. Rensik, D. B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from https://www.niehs.nih.gov/resources/biothics/whatis/index.cfm
6. Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. https://doi.org/10.1038/489179a

Course Title: Fashion Technology - an Overview

Course Code: PPH

L	T	P	Credits
4	0	0	4

Total Hours: 60

Learning Outcomes

On the completion of the course the students will be able to:

- will be able to design comfortable clothes for different climates by applying the principles of clothing physiology.
- plan research projects inventively by applying the knowledge of emerging trends in fashion technology.
- engage responsibly to plan and conduct inter-disciplinary researches in fashion.
- able to apply marketing knowledge for successful fashion entrepreneurship.

Fashion Technology - an Overview

Unit-I **15 Hours**

Clothing Physiology

- Clothing as a portable environment - aspects of comfort in clothing.
- Principles of heat and moisture management; breathability in textiles.
- Designing comfortable apparel for warm and cold weathers.

Unit-II **15 Hours**

Recent Advances in Fashion Technology

- Emerging trends in designing, pattern making, garment production and supply chain management.
- Role of AI in fashion business
- Sustainable fashion

Unit-III **15 Hours**

Fashion- An Interdisciplinary Approach

- Fashion and psychology
- Fashion and performing arts
- Fashion and fine arts

Unit-IV **15 Hours**

Fashion Marketing

- Market research
- Marketing and pricing strategies
- Buying decision processes

Transaction Mode -

- Case analysis
- Demonstration
- Team Teaching
- Brain Storming

Reading Suggestions

- Li, Yan; Wong, A. S. W. (2006) *Clothing Biosensory Engineering*. Woodhead Publishing. England. ISBN 978-1-84569-146-2
- Blatteis, Clark M.; Schneider, Suzanne M. (2022) *Thermal Physiology. Perspectives in Physiology.* New York. ISBN 978-1-0716-2360-2
- Guowen Song. (2011) *Improving comfort in clothing.* Oxford: Woodhead Publishing. England. ISBN 978-0-85709-064-5. OCLC 742633027.
- Jackson T and Shaw D (2018) *Fashion Marketing.* Heritage Publishers, Bloomsbury, New York. ISBN -13:9788170263746
- Babu V R and Arunraj A (2019) *Fashion Marketing Management.* Woodhead Publishing, New Delhi. ISBN : 9789385059490
- Chari A (2022) *Reimagining fashion through an interdisciplinary lens.* Mit Pr, UK.
- Pundir N (2007) *Fashion Technology- Today and Tomorrow*, Mittal Publication New Delhi. ISBN: 81-8324-203-0

Course Title: Computer Application in Research

Course Code: PPH104

L	T	P	Credits
0	0	4	2

Total Hours 30

Learning Outcomes

On the completion of the course the students will be able to

1. The students will become familiar with the usage of software for managing the reference.
2. To make literature reviews easily.
3. To make reference management by using open software.

Course Content

Unit I **06 Hours**

MS Word Essentials- Create a document with styled headings and subheadings, Add headers, footers, and page numbers, Adjust page layout settings (margins, orientation, page size).

Table Creation and Management- Insert, format, and style tables, Adjust cell size, merge/split cells, and sort/filter data.

Working with Graphics- Insert and format images, shapes, SmartArt, and text boxes, Apply text wrapping around objects.

Unit II **08 Hours**

Basics of PowerPoint- Slide layouts, themes, and templates, Adding multimedia: Images, audio, and videos.

Advanced Techniques- Animations and transitions for visual effects, Slide master for consistent formatting, Interactive elements: Hyperlinks and action buttons.

Design Best Practices- Typography, color schemes, and visual hierarchy, Tips for engaging presentations.

Unit III **08 Hours**

Introduction to Mendeley- Installing and setting up Mendeley Desktop and Web, Importing references from various sources.

Organizing References- Creating folders and tagging references, Annotating and highlighting PDFs.

Citations and Bibliography- Integrating Mendeley with MS Word, using citation styles (APA, MLA, Chicago), Generating a bibliography automatically.

Unit IV **08 Hours**

AI Tools for Productivity- Text-Based AI Tools (e.g., ChatGPT) Writing assistance, summarization, and brainstorming, Grammar and style checking, Image and Design Tools, Speech and Audio Tools

Suggested Readings

1) Office 2007 in Simple Steps, Kogent Solutions, (Wiley Publishers).
2) MS-Office 2007 Training Guide, S. Jain (BPB Publications).
3) Computer Fundamentals by P.K. Sinha (BPB Publications).
4) https://www.mendeley.com/reference-management/reference-manager
5) https://chat.openai.com
6) https://edu.google.com/workspace-for-education/classroom/

Course Title: Approaches to the Study of Indian Art: Aesthetics, Sculpture and Iconography.

Course Code: PPH136

Total Hrs.60

COURSE LEARNING OUTCOMES: On successful completion of this course, the students will be able to

1. Gain a comprehensive understanding of the classical concepts of aesthetics.
2. The aim of this paper is to acquaint the research scholars with the comprehensive overview of the important approaches in Indian art history.
3. The aim to familiarize the researcher with the idea and the images which form the basic backbone in the study of Indian art and aesthetics.
4. Understand the intersection between religion, ritual, and art, focusing on temple architecture, sacred sculpture, and devotional art.

Course Content

Unit I **13 Hrs.**

Approaches to the study of art history; Rasanubhuti (Theory of Rasa and Bhava as propounded by Bharata in his Natyashastra): Concept of 'Saundarya' (Beauty) in Indian aesthetics

Sources of Indian Art

An overview of the writings on Indian Art History by A.K.Coomaraswamy, Stella Kramrisch... Niharranjan Roy, J.N. Banerjea, B.N.Mukherjee, B.N. Goswamy and D.C. Bhattacharyya Basic Terms and Terminologies related to research and the study of art and art history

Unit II **17 Hrs.**

Art appreciation: Looking at a work of art
Understanding the Essence of Indian Art
Conceptual idealization
Stylistic analysis: The technicalities of analyzing a work of art in research

Unit- III **16 Hrs.**

Survey of Indian sculptural art from the earliest times to the 20th century A.D.

Unit IV **14 Hrs.**

Idea and the image: An introduction to the study of Indian Iconography. Iconometry and Iconology.

Transaction Mode:

- Group Discussion, Quiz, Open Talk, One minute presentation, Assignment

Suggested Readings:

- Montgomery, D. C & Kowalski, S. M. (2007) .*Design and Analysis of Experiments*, Hoboken, New Jarcy: John Wiley and Son.
- Kothari, C.K. (2004). *Research Methodology: Methods and Techniques*, New Delhi: New Age International Publication.
- Krishnaswamy, K N, Sivakumar,AI &Mathirajan,M. (2005) .*Research Methodology: Integration of Principles, Methods and Techniques*, New Delhi: Pearson Education.
- Chawla, Deepak &Sondhi, Neena. (2002). Research *Methodology Concepts and Cases*, New Delhi: Vikas Publishing House Pvt Ltd.
- Panneerselvam, R. (1998). *Research Methodology,* New Delhi: PHI Publication.
- Cooper, D. R., Schindler, P. S. (2016). *Business Research Methods,* New York: Tata McGraw Hill.
- Gupta, S. P. (2021) *Statistical Methods*, Delhi: Sultan Chand & Sons Publication (Forty Sixth Revised Edition).
- Ronald, E. Walpole.(2017) .*Probability and Statistics for Engineers and Scientists* (9th ed), Boston: Pearson Publication.Babbie,Earl(2010):*ThePracticeof SocialResearch,*12th ed.,Belmont:Wadswort.
- Bryman, Alan (2012): *Social Research Methods*, 4th ed., Oxford: Oxford UniversityPress.
- Bryman,Alan,(2018),*SocialResearchMethods,*(5thed.).NewDelhi:OxfordUniversityPress.
- Della Porta, Donatella and Michael Keating (2008): —How Many Approaches in theSocialSciences?An EpistemologicalIntroduction‖,in:DonatelladellaPortaandMichaelKeating(eds.), *ApproachesandMethodologiesintheSocialSciences,Cambridge:*CambridgeUniversityPress.

- Denzin, Norman and Yvonna Lincoln (2013): —*Introduction: The Discipline andPractice of Qualitative Research||, in Norman Denzin and Yvonna Lincoln, CollectingandInterpretingQualitativeMaterials*,London: Sage.
- Giri,Arunangshu,Biswas,Debasish,(2019),*ResearchMethodologyForSocialSciences,*NewDelhi:SagePublicationsIndiaPvtLtd.
- Kumar,Ranjit,(2019),*ResearchMethodology:AStep-By-StepGuideForBeginners,*
- (5thed.).NewDelhi:SagePublicationsAsia-PacificLtd.
- Lune,Howard,Berg,Bruce,L.(2017),*QualitativeResearchMethodsForSocialSciences,* (9thed.).PearsonIndia.
- Neuman, W. Lawrence, (2014), *SocialResearchMethods:QualitativeandQuantitativeApproaches,*(7thed.).U.S.A:Pearson EducationLimited.
- Gupta, S.C. and Kumar, V. (2020), *Fundamentals of Mathematical Statistics*.Sultan Chand and Sons.