

Pimpri Chinchwad Education Trust's
Pimpri Chinchwad University
Sate, Pune - 412106

Curriculum Structure
Bachelor of Design
Pune Design School



Effective from Academic Year 2025-26

Program Structure

Preamble:

India has a long history of welcoming visitors with open arms, making it recognised as a typically hospitable nation. Hospitality is known to be the very essence of India. The hospitality sector offers a wide range of professional options at different levels and requires a variety of talents, and it makes a considerable contribution to the economies of India and many other nations.

The goal of Pimpri Chinchwad University's Bachelor of Design is to provide students with a solid intellectual foundation. Their ability to develop strategic business insight, make moral decisions, and adopt a sustainable worldview is empowered by the curriculum. In essence, the programme aims to create leaders who can proactively implement business strategies that pursue the economic well-being of all stakeholders while considering the welfare of the people and impact on the planet. The foundational information and abilities offered in this undergraduate degree programme are crucial for students to succeed in creative roles and be responsible citizens in the future. A key component of the curriculum is the student's holistic development. The B.Des program is Ideal for students who wish to start a career in Design, management, or entrepreneurship soon after graduation.

Vision and Mission of Programme:

Vision

The vision of the Pune Design School is to be recognized for leadership in the discipline and the profession by advancing design excellence in an evolving global ecosystem, promoting human values and well being, and inculcating responsibility to society, the environment, and the profession.

Mission

- To offer future leaders with academic and research excellence to succeed in today's dynamic Design Environment as successful managers and entrepreneurs.
- To Improve and Enhance the Educational Experience.
- To Cultivate a Culture of Research, Scholarship and Creative Activities
- To Grow a Comprehensive and Balanced Student community and Faculty
- To Advance Industry, Professional, Community and University Partners

Programme Educational Objectives:

1. Develop research methodologies to investigate and identify design focused interventions.
2. Develop critical thinking and ability to create innovative solutions.
3. Exhibit proficiency in practices that employ media, materials & emerging technologies.
4. Ability to demonstrate digital & analogue competence to present ideas.
5. Develop entrepreneurial approach to create strategic design solutions.

Programme Outcomes (POs):

The Graduates will be able to:

1. **Research Mindset:** Evolving a research-oriented mindset as an approach to undertake design solutions.
2. **Critical & Design Thinking:** Capacity to apply and effectively problem-solve in an unstructured, unfamiliar and complex context.
3. **Material Sensibility:** Demonstrate advanced sensibilities to analyse attributes and applicability of materials.
4. **Emerging Technology Practice:** Demonstrate curiosity and intention of practice in the domain of emerging technologies that engender innovation in the industry.
5. **Analog & Digital Competency:** Demonstrate competency in a range of analog and digital skills for creativity and communication.
6. **Strategic Design Disposition:** Illustrate critical understanding of impact of design interventions on micro & macro environments.
7. **Entrepreneurial Attitude:** Display of professionalism, enterprise, teamwork and collaboration as an approach and attitude towards entrepreneurship.

Programme Specific Outcomes (PSOs):

1. Using a structured thought process and design development process, ability to design Products that create business value, serve individual and societal needs while considering environmental impact
2. Ability to create innovative solutions which are desirable to the user, technically feasible and commercially viable.
3. Ability to develop concepts through cycles of research and concept progression while integrating all relevant issues in a given context through several stages of design development and form building.
4. Develop an understanding of the human- centered focus of design and knowledge of functionality based on human factors and ergonomics.
5. Ability to identify consumer needs through understanding of values, cultures, behavioral norms, social patterns, demographics, trends and future scenarios.
6. Ability to develop a personal learning style, observe and evaluate own learning, diagnose own learning needs to serve the purpose of self and life-long learning.
7. Ability to work in a professional manner with the knowledge of design management in a collaborative, team environment, honoring timelines and ethical considerations.

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Curriculum Framework for B. Des (4 years)

Sr. No.	Type of course	Abbreviations
1	Major	PCC
2	Elective (Minor Stream/Vocational/Programme Specific)	MIN
3	Multidisciplinary / Open Electives	OE
4	Ability Enhancement Courses	AEC
5	Skill Enhancement Courses	SEC
6	Value Added Courses	VAC
7	Summer Internship	INTR
8	Internship	INTR
9	Project	PROJ

Sr. No.	Type of course	No. of Courses	Total Credits	
			No	%
1	Programme Core Credit	15	44	52.38
2	Multidisciplinary / Open Electives	3	8	9.524
3	Ability Enhancement Courses	1	2	2.381
4	Internship	2	12	14.29
5	Project	1	10	11.9
6	MOOC	4	8	9.524
	Total	26	84	100

COURSE DISTRIBUTION: SEMESTER WISE

Sr. No.	Type of course	No. of Courses/Semester				Total
		1	2	3	4	
1	Programme Core Credit	7	4	4	0	15
2	Open Electives	1	1	1	0	3
3	Ability Enhancement Courses	0	0	1	0	1
4	Internship	0	1	0	1	2
5	Project	0	0	0	1	1
6	MOOC	1	1	1	1	4
Total						26

Course Structure of M.des (Interior and Space Design)

Semester I											
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	PMDISD101	Fundamentals of design	MAJ	1	-	1	2	3	40	60	100
2	PMDISD102	Design Thinking and Innovation	MAJ	1	-	1	2	3	40	60	100
3	PMDISD103	Introduction to Design Research	MAJ	1	-	1	2	3	20	30	50
4	PMDISD104	Drafting techniques	MAJ	1	-	1	2	3	40	60	100
5	PMDISD105	Design studio - i	MAJ	1	-	2	3	5	40	60	100
6	PMDISD106	Basics of furniture and space	MAJ	1	-	1	2	3	40	60	100
7	PMDISD107	Human ergonomics	MAJ	1	-	2	3	5	40	60	100
8	PMDISD108	OE-I	OE	1	-	2	3	5	40	60	100
9	MOOCISD101	Innovative design thinking	MOOC	2	-	-	2	2	20	30	50
Total							21	32	320	480	800

PMDISD108 - Open Elective I

PMDISD108A - Study of Terracotta crafts and Products

PMDISD108B - Study of bamboo crafts and products

	Semester II										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	PMDISD109	Estimating & costing	MAJ	2	-	-	2	2	40	60	100
2	PMDISD110	Interior materials & specification	MAJ	1	-	2	3	5	40	60	100
3	PMDISD111	Furniture & furnishings	MAJ	1	-	2	3	6	20	30	50
4	PMDISD112	Design studio - II	MAJ	2	-	3	5	6	40	60	100
5	PMDISD113	OE - II	OE	1	-	2	3	5	40	60	100
6	PMDISD114	Summer internship		3	-	-	3	3	40	60	100
7	MOOCISD102	Integrated Approach to Architecture	MOOC	2	-	-	2	2	20	30	50
	Total						21	29	240	360	600

PMDIED110 – Open Elective II

PMDIED110A – Retail and Exhibition Design

PMDIED110B – Lighting Design

	Semester III										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	PMDISD 201	Interior Acoustic and Lighting	MAJ	1	0	3	4	6	40	60	100
2	PMDISD 202	Working Drawings	MAJ	1	0	3	4	6	40	60	100
3	PMDISD 203	Interior Services	MAJ	1	0	2	3	4	20	30	50
4	PMDISD 204	Design Studio-III	MAJ	1	0	3	4	7	40	60	100
5	PMDISD 205	OE III	OE	1	0	1	2	3	40	60	100
6	PMDISD 206	Portfolio Making	AEC	2	0	0	2	2	40	60	100
7	MOOCISD201	Interior and Space Design Essentials	MOOC	2	-	-	2	2	20	30	50
	Total						21	30	240	360	600

PMDISD205 – Open Elective III

PMDISD205A – Design Management

PMDISD205B – Digital Agriculture

	Semester IV										
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	PMDISD207	Post Graduation Internship	MAJ	4	0	5	9	14	125	150	275
2	PMDISD208	Dissertation	MAJ	4	0	6	10	16	125	150	275
3	MOOCISD202	Creative Strategies for Interactive Design	MOOC	2	0	0	2	2	20	30	50
							21	32	270	330	600