

	MAHATMA GANDHI UNIVERSITY Kottayam, Kerala Undergraduate Programmes (HONOURS) 2025 Admission Onwards
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SYLLABUS									
SIGNATURE COURSE									
Name of the College	Rajagiri College of Management & Applied Sciences, Kakkanadu								
Faculty/ Discipline	English								
Programme	BA (Hons) English								
Course Coordinator	Geethu Johny								
Contributors									
Course Name	Fashion Diplomacy & Global Hospitality: Style, Culture and International Experience								
Type of Course	VAC								
Specialization title	This Signature Course does not have a specialization.								
Course Code	MG4VACENGA01								
Course Level	200								
Course Summary	Fashion and hospitality are two culturally embedded industries. This course draws on international relations, cultural studies, and business management to examine how fashion functions as cultural diplomacy and how global hospitality transcends service to become a vehicle for cross-cultural connection. Students will explore luxury branding, sustainable fashion, hotel diplomacy, global event management, and the protocols of international hosting.								
Semester	4	Credits	3						
Course Details	<table><tr><td>Learning Approach</td><td>Lecture</td><td>Total Hours</td></tr><tr><td>Credits</td><td>3</td><td>45</td></tr></table>			Learning Approach	Lecture	Total Hours	Credits	3	45
	Learning Approach	Lecture	Total Hours						
Credits	3	45							
Pre-requisites, if any									

Course Outcomes (CO)

Number of COs		4	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Understand fashion and hospitality as interconnected global systems shaped by culture, politics, and economics.	U	PO3
2	Analyse the role of fashion diplomacy, media, and hospitality in shaping global narratives and soft power	An	PO3
3	Apply cross-cultural communication, protocol, and sustainability principles in real-world hospitality and event contexts.	A	PO7
4	Design and present culturally sensitive, sustainable fashion or hospitality concepts with global market awareness.	C	PO7

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	-	-	2	-	-	-	-	-	-	-
CO 2	-	-	2	-	-	-	-	-	-	-
CO 3	-	-	-	-	-	-	3	-	-	-
CO 4	-	-	-	-	-	-	2	-	-	-

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1		Fashion, Culture and Global Systems		
	1.1	Fashion as identity, culture, and global communication	3	["1"]
	1.2	Key fashion theories (Barthes, Simmel – simplified application)	3	["1", "2"]
	1.3	National dress, cultural politics, and representation	3	["2"]
	1.4	Global fashion capitals and production networks	3	["2"]
	1.5	Ethical concerns: fast fashion, labour, sustainability basics	3	["3"]
2		Fashion Diplomacy, Soft Power & Global Branding		
	2.1	Fashion as a tool of diplomacy and nation branding	3	["1", "2"]
	2.2	Political dressing and symbolic communication	3	["2"]
	2.3	Postcolonial fashion identities (India, Africa – selective focus)	3	["2", "3"]
	2.4	Luxury brands and cultural influence (France, Italy)	3	["3", "4"]
	2.5	Selected case studies: Khadi, K-fashion, global branding	3	["4"]
3		Global Hospitality, Sustainability & Practice		
	3.1	Core concepts of global hospitality and experience economy	3	["1", "2"]
	3.2	Cultural sensitivity and cross-cultural communication (Edward Hall basics)	3	["1"]
	3.3	Diplomatic protocol in hospitality (essential practices only)	3	["1", "2"]
	3.4	Sustainable fashion & hospitality (ESG, SDG linkage – overview)	3	["2", "3"]
	3.5	Introduction to global events and hospitality management	3	["3", "4"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) The paper will incorporate interactive lectures, where core concepts such as fashion as culture, diplomacy, and global hospitality are introduced in a simplified and relatable manner. Sessions will involve guided discussions, visual learning methods, and encouraging students to connect theory with real-world examples like global brands, political dressing, and international hospitality practices. Students will analyse images, fashion campaigns, and case examples to understand symbolism, identity, and cultural representation. A key component of the course is case-based learning. Students will engage with selected case studies such as Khadi diplomacy, K-fashion, and global luxury branding. These discussions will promote critical thinking and allow students to analyse how fashion and hospitality function as tools of soft power in different countries. Collaborative learning is encouraged through group discussions and presentations, enabling peer learning and exposure to diverse perspectives. Assessment is continuous, including class participation, short assignments, presentations, and practical exercises, ensuring that students are evaluated on both knowledge and skills.
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Theory
	A. Continuous Comprehensive Assessment (CCA) • Theory - 25 Marks Viva, Group Discussion, Quiz, Portfolio
	B. End Semester Evaluation (ESE) • Theory - 50 Marks Assessment Methods - Written Examination Duration of Examination - 1.50 Hrs Pattern of examination for Theory - Non-MCQ Different parts of written examination - Part - A , B , C , D , E Answer Type: ◦ PART - A ◦ MCQ - (5 out of 5) - $5 \times 1 = 5$ ◦ PART - B ◦ One Sentence - (10 out of 12) - $10 \times 1 = 10$ ◦ PART - C ◦ Short answer - (5 out of 8) - $5 \times 2 = 10$ ◦ PART - D ◦ Short Essays - (2 out of 5) - $2 \times 5 = 10$ ◦ PART - E ◦ Essays - (1 out of 2) - $1 \times 15 = 15$

References

- Kawamura, Y. – Fashion-ology: An Introduction to Fashion Studies • Crane, D. – Fashion and Its Social Agendas • Walker, R. – The Art of Hospitality • Lashley, C. – Hospitality: A Social Lens • Nye, J.S. – Soft Power: The Means to Success in World Politics • Readings from Vogue Business, Business of Fashion (BoF), Cornell Hospitality Quarterly • Reports: Global Fashion Agenda, UNWTO Sustainable Hospitality Reports

Affidavit

- We, Rajagiri College of Management & Applied Sciences, Kakkanadu and Geethu Johny, agree to permit the use of our proposed course syllabus by other faculty members within the same discipline for course delivery at their respective institutions.
- We, Rajagiri College of Management & Applied Sciences, Kakkanadu, agree to appoint a new course coordinator for the

proposed Fashion Diplomacy & Global Hospitality: Style, Culture and International Experience in the event of the unavailability of the currently nominated coordinator. This appointment will ensure the continued coordination of course delivery, assessments, and all related academic responsibilities necessary for the successful implementation of the signature course, for as long as the college offers this programme.

- We, Rajagiri College of Management & Applied Sciences, Kakkanadu and Geethu Johny, declare that no part of this signature course submitted here for approval has been taken from the course content developed by, or from any of the course titles prepared by, the BoS/expert committee in the same discipline under our University.

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