

**UNIVERSITY OF MUMBAI**

No. UG/ 01 of 2019-20

**CIRCULAR:-**

Attention of the Principals of the Affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Science & Technology Faculty is invited to this office circular No.UG/292 of 2011 dated 16<sup>th</sup> September, 2011 relating to the Master of Science (M.Sc.) (Home Science) degree course.

They are hereby informed that the recommendations made by the Board of Studies in Home Science at its meeting held on 11<sup>th</sup> July, 2017, have been accepted by the Academic Council at its meeting held on 30<sup>th</sup> July, 2017 vide item No. 4.7 and subsequently approved by the Management Council at its meeting held on 28<sup>th</sup> November, 2017 vide item No. 03 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the amended O.5088 relating to the syllabus of M.Sc. in Home Science newly introduce (Self Finance Course) Branch III : Textile and Fashion Technology has been brought into force with effect from the academic year **2018-19**, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032

15<sup>th</sup> April, 2019

(Dr. Ajay Deshmukh)  
REGISTRAR

To ,

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Science & Technology Faculty. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

A.C/4.7/30/07/2017

M.C/03/28/11/2017

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No. UG/ 01 -A of 2019-20

MUMBAI-400 032

15<sup>th</sup> April, 2019

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Science & Technology ,
- 2) The Chairman, Ad-hoc Board of Studies in Home Science,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)  
REGISTRAR

# **UNIVERSITY OF MUMBAI**



## **Syllabus**

**SEMESTER I, II, III, IV**

**Program: M.Sc.**

**Course: Home Science**

**Branch III B: Fashion Styling and Product Design**

***(Self-Financing Course)***

***(Credit Based Semester and Grading System***

***with effect from the***

***Academic Year 2018–2019)***

**Preamble**

The M.Sc. (Home Science) Program Branch III B: **Fashion Styling and Product Design**, consisting of four semesters under the Credit Based Semester and Grading System, is being recommended by the Ad-hoc Board of Studies in Home Science as an innovative course. The course offered herewith, prepares and equips learners with advanced knowledge and skills required to effectively manage the fashion product design and development. The specific objectives for each course within the programme have been listed in the detailed syllabus.

It is planned with a foresight into the increasing demand for practical oriented specialized education in the field of fashion styling, product design and development. It will provide gainful employment opportunities in the ever expanding technology driven fashion styling and design field. The programme is a well-balanced assortment of fashion styling, designing and its management. It comprises of four theory and four practical courses in each semester earning a total of 24 credits each semester.

**Duration of Course:**

- Total two years (Three Semesters of Classroom Instruction; Work in Laboratories, Workshops, Studios and on field with experts and professionals; and One Semester of Industry Experience. The mode of teaching and space for teaching-learning will be predetermined by the course instructor for the respective courses)

**Mode of Teaching-Learning and Instruction:**

- Lectures, seminars, demonstrations, group workshops, guest speakers, case study presentations, self-directed study, screening sessions, practical workshops, placements, internships, peer assessment and group critiques, group presentations, learning teams (predetermined by the course instructor for the respective courses)

**Eligibility:**

- Bachelor of Science in any specialization
- Bachelor of Science with Home Science (Any branch)
- Bachelor of Science with Textiles and Clothing
- Bachelor of Design, Bachelor in Jewelry Design, Bachelor in Accessory Design or Bachelors in any other design courses or allied courses
- Bachelor of Commerce
- Bachelor of Art
- Bachelor degree in any stream.

**No. of seats: 20****Fees: SEM I AND II- INR 45370/-****SEM III AND IV- INR 43845/-**

**UNIVERSITY OF MUMBAI****Syllabus for Approval**

| Sr.<br>No. | Heading                   | Particulars  |
|------------|---------------------------|--|
| 1          | Title of the Course       | <p align="center"><b>M. Sc. Home Science</b></p> <p align="center"><b>Branch III B: Fashion Styling and Product Design</b></p> <p align="center"><b>Semester I, II, III and IV</b></p>   |
| 2          | Eligibility for Admission | <p>For admission in Master of Science (Home Science) Degree course in Branch B: Fashion Styling and Product Design, a candidate must have passed either:</p> <ul style="list-style-type: none"> <li>• Bachelor of Science in any specialization</li> <li>• Bachelor of Science with Home Science (Any branch)</li> <li>• Bachelor of Science with Textiles and Clothing</li> <li>• Bachelor of Design, Bachelor in Jewelry Design, Bachelor in Accessory Design or Bachelors in any other design courses or allied courses</li> <li>• Bachelor of Commerce</li> <li>• Bachelor of Art</li> <li>• Bachelor degree in any stream.</li> </ul> <p>Note: Male and Female Candidates can apply for the course.</p> <p><b>Pre-requisites:-</b></p> <ul style="list-style-type: none"> <li>• Language of Instruction in Bachelor Degree- English</li> <li>• Basic Knowledge of computers.</li> <li>• Basic knowledge of Textiles and Fashion.</li> </ul> <p><b>No of seats: - 20 students per year</b></p> |
| 3          | Passing Marks             | <b>40% (Theory) and (Practical)</b>  |

**AC- 30/07/2017**

**Item No. – 4.7**

|   |  |   |
|---|--|---|
| 4 | Ordinances /<br>Regulations<br><br>( if any) | <b>Eligibility- O.5088 dated 31<sup>st</sup> August, 2015</b><br><b>Attendance- O. 6086 with effect from 2014-15</b><br><b>and thereafter</b> |
| 5 | No. of Years /<br>Semesters                  | <b>2 years/ 4 Semesters</b>   |
| 6 | Level  | <b>P.G. / <del>U.G.</del>/<del>Diploma</del> /<del>Certificate</del></b><br><b>( Strike out which is not applicable)</b>                      |
| 7 | Pattern                                      | <b><del>Yearly</del>/ Semester</b><br><b>( Strike out which is not applicable)</b>  |
| 8 | Status                                       | <b>New/ <del>Revised</del></b><br><b>( Strike out which is not applicable)</b>  |
| 9 | To be<br>implemented from<br>Academic Year   | From Academic Year <b><u>2017-18</u></b>  |

Date: 11.07.2017

Signature :

Name of BOS Chairperson / Dean : Dr Geeta Ibrahim

**UNIVERSITY OF MUMBAI****Essentials Elements of the Syllabus**

|          |   |   |
|----------|---|---|
| <b>1</b> | <b>Title of the Course</b>  | <b>M. Sc. (Home Science)</b><br><b>Branch III B: Fashion Styling and Product Design.</b><br><b>Semester I, II, III and IV</b> |
| <b>2</b> | <b>Course Code</b>  | <b>PSHSIIB</b>  |
| <b>3</b> | <b>Preamble / Scope</b><br><br>The M.Sc. (Home Science) Program Branch III B: <b>Fashion Styling and Product Design</b> , consisting of four semesters under the Credit Based Semester and Grading System, is being recommended by the Ad-hoc Board of Studies in Home Science as an innovative course. The course offered herewith, prepares and equips learners with advanced knowledge and skills required to effectively manage the fashion product design and development. The specific objectives for each course within the programme have been listed in the detailed syllabus.<br><br>It is planned with a foresight into the increasing demand for practical oriented specialized education in the field of fashion styling, product design and development. It will provide gainful employment opportunities in the ever expanding technology driven fashion styling and design field. The programme is a well-balanced assortment of fashion styling, designing and its management. It comprises of four theory and four practical courses in each semester earning a total of 24 credits each semester |   |
| <b>4</b> | <b>Objective of Course / Course Outcome</b><br><br>1. To be able to study recent trends for fashion styling and product design<br><br>2. To learn the importance of communication in the fashion business<br><br>3. To develop entrepreneurial abilities  |   |

|          |  |
|----------|--|
|          | <ol style="list-style-type: none"><li>4. To learn to develop and manage brands</li><li>5. To be able to develop a scientific temper for research and independently conduct research work</li><li>6. To appreciate the importance of sustainability in product development</li><li>7. To understand and adapt to the method of working in the Fashion Industry</li></ol>  |
| <b>5</b> | <p><b>Eligibility</b></p> <p>For admission in Master of Science (Home Science) Degree course in Branch B: Fashion Styling and Product Design, a candidate must have passed either:</p> <ul style="list-style-type: none"><li>• Bachelor of Science in any specialization</li><li>• Bachelor of Science with Home Science (Any branch)</li><li>• Bachelor of Science with Textiles and Clothing</li><li>• Bachelor of Design, Bachelor in Jewelry Design, Bachelor in Accessory Design or Bachelors in any other design courses or allied courses</li><li>• Bachelor of Commerce</li><li>• Bachelor of Art</li><li>• Bachelor degree in any stream.</li></ul> <p>Note: Male and Female Candidates can apply for the course.</p> <p><b>Pre-requisites:-</b></p> <ul style="list-style-type: none"><li>• Language of Instruction in Bachelor Degree- English</li><li>• Basic Knowledge of computers.</li><li>• Basic knowledge of Textiles and Fashion.</li></ul> <p><b>No of seats: - 20 students per year</b></p> |

| 6          | <p><b>Fee Structure</b></p> <p><b>Fees per year-INR 45370.00</b></p> <p><b>M.Sc. Home Science Branch IIIB: Fashion Styling and Product Design</b></p> <p><b>Post Graduate Course in</b></p> <p><b>Textiles and Fashion Technology</b></p> <p><b>SEMESTER I and II</b></p> <p><b>PROPOSED FEE STRUCTURE 2017-18</b></p> <table><tr><th><b>No.</b></th><th><b>*Particulars of fees</b></th><th><b>Amount INR</b></th></tr><tr><td>1</td><td>Tuition fee</td><td>25000.00</td></tr><tr><td>2</td><td>Laboratory fee</td><td>4500.00</td></tr><tr><td>3</td><td>Lab Deposit</td><td>500.00</td></tr><tr><td>4</td><td>Library Fee</td><td>2000.00</td></tr><tr><td>5</td><td>Library Deposit</td><td>500.00</td></tr><tr><td>6</td><td>Gymkhana</td><td>500.00</td></tr><tr><td>7</td><td>Identity Card</td><td>75.00</td></tr><tr><td>8</td><td>Examination fees</td><td>3120.00</td></tr><tr><td>9</td><td>Magazine</td><td>100.00</td></tr><tr><td>10</td><td>Computer Fees</td><td>500.00</td></tr><tr><td>11</td><td>College Caution Money</td><td>500.00</td></tr><tr><td>12</td><td>University Charges</td><td>1025.00</td></tr><tr><td>13</td><td>University Share Tuition Fees</td><td>800.00</td></tr><tr><td>14</td><td>Document Verification</td><td>500.00</td></tr><tr><td>15</td><td>Utility</td><td>250.00</td></tr><tr><td>16</td><td>Field trips</td><td>500.00</td></tr><tr><td>17</td><td>Computer Maintenance/ Wi-Fi Facility</td><td>2500.00</td></tr><tr><td>18</td><td>Extension and Field Work</td><td>1000.00</td></tr></table> | <b>No.</b>        | <b>*Particulars of fees</b> | <b>Amount INR</b> | 1 | Tuition fee | 25000.00 | 2 | Laboratory fee | 4500.00 | 3 | Lab Deposit | 500.00 | 4 | Library Fee | 2000.00 | 5 | Library Deposit | 500.00 | 6 | Gymkhana | 500.00 | 7 | Identity Card | 75.00 | 8 | Examination fees | 3120.00 | 9 | Magazine | 100.00 | 10 | Computer Fees | 500.00 | 11 | College Caution Money | 500.00 | 12 | University Charges | 1025.00 | 13 | University Share Tuition Fees | 800.00 | 14 | Document Verification | 500.00 | 15 | Utility | 250.00 | 16 | Field trips | 500.00 | 17 | Computer Maintenance/ Wi-Fi Facility | 2500.00 | 18 | Extension and Field Work | 1000.00 |
|------------|---|-------------------|-----------------------------|-------------------|---|-------------|----------|---|----------------|---------|---|-------------|--------|---|-------------|---------|---|-----------------|--------|---|----------|--------|---|---------------|-------|---|------------------|---------|---|----------|--------|----|---------------|--------|----|-----------------------|--------|----|--------------------|---------|----|-------------------------------|--------|----|-----------------------|--------|----|---------|--------|----|-------------|--------|----|--------------------------------------|---------|----|--------------------------|---------|
| <b>No.</b> | <b>*Particulars of fees</b>   | <b>Amount INR</b> |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 1          | Tuition fee   | 25000.00          |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 2          | Laboratory fee  | 4500.00           |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 3          | Lab Deposit   | 500.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 4          | Library Fee   | 2000.00           |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 5          | Library Deposit   | 500.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 6          | Gymkhana  | 500.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 7          | Identity Card   | 75.00             |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 8          | Examination fees  | 3120.00           |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 9          | Magazine  | 100.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 10         | Computer Fees   | 500.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 11         | College Caution Money   | 500.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 12         | University Charges  | 1025.00           |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 13         | University Share Tuition Fees   | 800.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 14         | Document Verification   | 500.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 15         | Utility   | 250.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 16         | Field trips   | 500.00            |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 17         | Computer Maintenance/ Wi-Fi Facility  | 2500.00           |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |
| 18         | Extension and Field Work  | 1000.00           |                             |                   |   |             |          |   |                |         |   |             |        |   |             |         |   |                 |        |   |          |        |   |               |       |   |                  |         |   |          |        |    |               |        |    |                       |        |    |                    |         |    |                               |        |    |                       |        |    |         |        |    |             |        |    |                                      |         |    |                          |         |



|    |   |                     |                  |                 |  |
|----|---|---------------------|------------------|-----------------|--|
|    |   | 19                  | Student Activity | 1500.00         |  |
|    |   |                     | <b>TOTAL</b>     | <b>45370.00</b> |  |
| 7  | No. of Lectures   | 16 periods per week |                  |                 |  |
| 8  | No. of Practical  | 12 periods per week |                  |                 |  |
| 9  | Duration of the Course  | 1 year              |                  |                 |  |
| 10 | Notional hours  | 16 periods per week |                  |                 |  |
| 11 | <b>No. of Students per Batch: 20</b><br><b>Selection-</b> Merit at qualifying T.Y.B.Sc. examination (Semester V and VI)<br><b>Assessment</b> – included in the syllabus copy as Scheme of Examination<br><b>Syllabus Details</b> – included in the syllabus copy<br><b>Title of the Unit</b> – included in the syllabus copy<br><b>Title of the Sub-Unit</b> – included in the syllabus copy<br><b>Semester wise Theory</b> – included in the syllabus grid<br><b>Semester wise List of Practical</b> – included in the syllabus grid<br><b>Question Paper Pattern</b> – included in the syllabus copy as Scheme of Examination<br><b>Pattern of Practical Exam</b> – included in the syllabus copy as Scheme of Examination<br><b>Scheme of Evaluation of Project / Internship-</b> – included in the syllabus copy<br><b>List of Suggested Reading</b> – included in the syllabus copy<br><b>List of Websites</b> – included in the syllabus copy wherever applicable<br><b>List of You-Tube Videos</b> –Not Applicable<br><b>List of MOOCs</b> –Not Applicable |                     |                  |                 |  |

|          |  |   |
|----------|--|---|
| <b>1</b> | <b>Title of the Course</b>   | <b>M. Sc. (Home Science)</b><br><b>Branch III B: Fashion Styling and Product Design.</b><br><b>Semester I, II, III and IV</b> |
| <b>2</b> | <b>Course Code</b>   | <b>PSHSIIB</b>  |
| <b>3</b> | <b>Preamble / Scope</b><br><br>The M.Sc. (Home Science) Program Branch III B: <b>Fashion Styling and Product Design</b> , consisting of four semesters under the Credit Based Semester and Grading System, is being recommended by the Ad-hoc Board of Studies in Home Science as an innovative course. The course offered herewith, prepares and equips learners with advanced knowledge and skills required to effectively manage the fashion product design and development.<br>The specific objectives for each course within the programme have been listed in the detailed syllabus. It is planned with a foresight into the increasing demand for practical oriented specialized education in the field of fashion styling, product design and development. It will provide gainful employment opportunities in the ever expanding technology driven fashion styling and design field. The programme is a well-balanced assortment of fashion styling, designing and its management. It comprises of four theory and four practical courses in each semester earning a total of 24 credits each semester. |   |
| <b>4</b> | <b>Objective of Course / Course Outcome</b><br><br><ol style="list-style-type: none"><li>1. To be able to study recent trends for fashion styling and product design</li><li>2. To learn the importance of communication in the fashion business</li><li>3. To develop entrepreneurial abilities</li><li>4. To learn to develop and manage brands</li><li>5. To be able to develop a scientific temper for research and independently conduct research work</li><li>6. To appreciate the importance of sustainability in product development</li><li>7. To understand and adapt to the method of working in the Fashion Industry</li></ol>   |   |

| 5                      | <p><b>Fee Structure</b></p> <p><b>Fees per year-INR 43845.00</b></p> <p><b>M.Sc. Home Science Branch IIIB: Fashion Styling and Product Design</b></p> <p><b>Post Graduate Course in</b></p> <p><b>Textiles and Fashion Technology</b></p> <p><b>SEMESTER III and IV</b></p> <p><b>PROPOSED FEE STRUCTURE 2017-18</b></p> <table><tr><th>No.</th><th>*Particulars of fees</th><th>Amount INR</th></tr><tr><td>1</td><td>Magazine</td><td>100.00</td></tr><tr><td>2</td><td>Examination Fees</td><td>3120.00</td></tr><tr><td>3</td><td>Identity Card</td><td>75.00</td></tr><tr><td>4</td><td>Gymkhana</td><td>500.00</td></tr><tr><td>5</td><td>Library Fees</td><td>2500.00</td></tr><tr><td>6</td><td>Laboratory Fees</td><td>5000.00</td></tr><tr><td>7</td><td>Tuition Fees</td><td>25000.00</td></tr><tr><td>8</td><td>Computer Fees</td><td>500.00</td></tr><tr><td>9</td><td>Convocation Charges</td><td>250.00</td></tr><tr><td>10</td><td>University Shared Tuition Fees</td><td>800.00</td></tr><tr><td>11</td><td>Project Evaluation</td><td>1000.00</td></tr><tr><td>12</td><td>Computer Maintenance/Wi-Fi Facility</td><td>2500.00</td></tr><tr><td>13</td><td>Extension and Field Work</td><td>1000.00</td></tr><tr><td>14</td><td>Student Activity</td><td>1500.00</td></tr><tr><td></td><td><b>TOTAL</b></td><td><b>43845.00</b></td></tr></table> | No.                    | *Particulars of fees | Amount INR | 1 | Magazine | 100.00 | 2 | Examination Fees | 3120.00 | 3 | Identity Card | 75.00 | 4 | Gymkhana | 500.00 | 5 | Library Fees | 2500.00 | 6 | Laboratory Fees | 5000.00 | 7 | Tuition Fees | 25000.00 | 8 | Computer Fees | 500.00 | 9 | Convocation Charges | 250.00 | 10 | University Shared Tuition Fees | 800.00 | 11 | Project Evaluation | 1000.00 | 12 | Computer Maintenance/Wi-Fi Facility | 2500.00 | 13 | Extension and Field Work | 1000.00 | 14 | Student Activity | 1500.00 |  | <b>TOTAL</b> | <b>43845.00</b> |
|------------------------|--|------------------------|----------------------|------------|---|----------|--------|---|------------------|---------|---|---------------|-------|---|----------|--------|---|--------------|---------|---|-----------------|---------|---|--------------|----------|---|---------------|--------|---|---------------------|--------|----|--------------------------------|--------|----|--------------------|---------|----|-------------------------------------|---------|----|--------------------------|---------|----|------------------|---------|--|--------------|-----------------|
| No.                    | *Particulars of fees   | Amount INR             |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 1                      | Magazine   | 100.00                 |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 2                      | Examination Fees   | 3120.00                |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 3                      | Identity Card  | 75.00                  |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 4                      | Gymkhana   | 500.00                 |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 5                      | Library Fees   | 2500.00                |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 6                      | Laboratory Fees  | 5000.00                |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 7                      | Tuition Fees   | 25000.00               |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 8                      | Computer Fees  | 500.00                 |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 9                      | Convocation Charges  | 250.00                 |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 10                     | University Shared Tuition Fees   | 800.00                 |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 11                     | Project Evaluation   | 1000.00                |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 12                     | Computer Maintenance/Wi-Fi Facility  | 2500.00                |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 13                     | Extension and Field Work   | 1000.00                |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 14                     | Student Activity   | 1500.00                |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
|                        | <b>TOTAL</b>   | <b>43845.00</b>        |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 6                      | <table><tr><td>No. of Lectures</td><td>16 periods per week</td></tr></table>   | No. of Lectures        | 16 periods per week  |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| No. of Lectures        | 16 periods per week  |                        |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 7                      | <table><tr><td>No. of Practical</td><td>12 periods per week</td></tr></table>  | No. of Practical       | 12 periods per week  |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| No. of Practical       | 12 periods per week  |                        |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 8                      | <table><tr><td>Duration of the Course</td><td>1 year</td></tr></table>   | Duration of the Course | 1 year               |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| Duration of the Course | 1 year   |                        |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 9                      | <table><tr><td>Notional hours</td><td>16 periods per week</td></tr></table>  | Notional hours         | 16 periods per week  |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| Notional hours         | 16 periods per week  |                        |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |
| 10                     | <p><b>No. of Students per Batch: 20</b></p> <p><b>Assessment</b>– included in the syllabus copy as Scheme of Examination</p>   |                        |                      |            |   |          |        |   |                  |         |   |               |       |   |          |        |   |              |         |   |                 |         |   |              |          |   |               |        |   |                     |        |    |                                |        |    |                    |         |    |                                     |         |    |                          |         |    |                  |         |  |              |                 |

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|  | <p><b>Syllabus Details</b> – included in the syllabus copy</p> <p><b>Title of the Unit</b>– included in the syllabus copy</p> <p><b>Title of the Sub-Unit</b> – included in the syllabus copy</p> <p><b>Semester wise Theory</b> – included in the syllabus grid</p> <p><b>Semester wise List of Practical</b> – included in the syllabus grid</p> <p><b>Question Paper Pattern</b> – included in the syllabus copy as Scheme of Examination</p> <p><b>Pattern of Practical Exam</b>– included in the syllabus copy as Scheme of Examination</p> <p><b>Scheme of Evaluation of Project / Internship-</b> – included in the syllabus copy</p> <p><b>List of Suggested Reading</b>– included in the syllabus copy</p> <p><b>List of Websites</b> – included in the syllabus copy wherever applicable</p> <p><b>List of You-Tube Videos</b> –Not Applicable</p> <p><b>List of MOOCs</b>–Not Applicable</p> |
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# **UNIVERSITY OF MUMBAI**



## **Syllabus**

**SEMESTER I, II, III, IV**

**Program: M.Sc.**

**Course: Home Science**

**Branch III B: Fashion Styling and Product Design**

***(Self-Financing Course)***

***(Credit Based Semester and Grading System***

***with effect from the***

***Academic Year 2017–2018)***

**Branch III B: Fashion Styling and Product Design****SEMESTER I**

| <b>Course code</b> | <b>Title</b>  | <b>Theory/<br/>Practical</b> | <b>Internal<br/>Marks</b> | <b>Semester<br/>end Exam</b> | <b>Total<br/>Marks</b> | <b>Periods<br/>/week</b> | <b>Credits</b> |
|--------------------|---|------------------------------|---------------------------|------------------------------|------------------------|--------------------------|----------------|
| PSHSIIIB101        | Research Methods and Statistics   | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | <b>100</b>             | <b>4</b>                 | <b>4</b>       |
| PSHSIIIB102        | Trend Forecasting   | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | <b>100</b>             | <b>4</b>                 | <b>4</b>       |
| PSHSIIIB103        | Design Theory and Management  | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | <b>100</b>             | <b>4</b>                 | <b>4</b>       |
| PSHSIIIB104        | <b>Elective :</b><br><b>1A - Global Marketing and Merchandising</b><br><b>2A - History of Textiles &amp; Costumes</b> | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | <b>100</b>             | <b>4</b>                 | <b>4</b>       |
| PSHSIIIBP101       | Fashion Illustration and Designing  | <b>Practical</b>             | <b>-</b>                  | <b>50</b>                    | <b>50</b>              | <b>3</b>                 | <b>2</b>       |
| PSHSIIIBP102       | Fabric Studies and Sourcing   | <b>Practical</b>             | <b>-</b>                  | <b>50</b>                    | <b>50</b>              | <b>3</b>                 | <b>2</b>       |
| PSHSIIIBP103       | Sustainability in Product Design  | <b>Practical</b>             | <b>-</b>                  | <b>50</b>                    | <b>50</b>              | <b>3</b>                 | <b>2</b>       |
| PSHSIIIBP104       | <b>Elective :</b><br><b>1A - Communication Skills and E-Commerce</b><br><b>2A - Footwear Designing</b>                | <b>Practical</b>             | <b>-</b>                  | <b>50</b>                    | <b>50</b>              | <b>3</b>                 | <b>2</b>       |
|                    | <b>Total</b>  |                              | <b>160</b>                | <b>440</b>                   | <b>600</b>             | <b>28</b>                | <b>24</b>      |

**SEMESTER II**

| Course code  | Title  | Theory /Practical | Internal Marks | Semester end Exam | Total Marks | Periods/ week | Credits   |
|--------------|--|-------------------|----------------|-------------------|-------------|---------------|-----------|
| PSHSIIIB201  | Art Appreciation   | Theory            | 40             | 60                | 100         | 4             | 4         |
| PSHSIIIB202  | Organisational and Consumer Behaviour  | Theory            | 40             | 60                | 100         | 4             | 4         |
| PSHSIIIB203  | Supply Chain and Logistic Management   | Theory            | 40             | 60                | 100         | 4             | 4         |
| PSHSIIIB204  | Elective :<br>1B - Apparel Category Management<br>2B - Lifestyle and Accessory Category Management | Theory            | 40             | 60                | 100         | 4             | 4         |
| PSHSIIIBP201 | Fashion Styling for Women's Wear and Men's Wear  | Practical         | -              | 50                | 50          | 3             | 2         |
| PSHSIIIBP202 | Surface Ornamentation  | Practical         | -              | 50                | 50          | 3             | 2         |
| PSHSIIIBP203 | Market Study and Analysis  | Practical         | -              | 50                | 50          | 3             | 2         |
| PSHSIIIBP204 | Elective :<br>1B - Craft Documentation<br>2B -Accessory Design and Development                     | Practical         | -              | 50                | 50          | 3             | 2         |
|              | <b>Total</b>   |                   | <b>160</b>     | <b>440</b>        | <b>600</b>  | <b>28</b>     | <b>24</b> |

**SEMESTER III**

| Course code  | Title   | Theory /Practical | Internal Marks | Semester end Exam | Total Marks | Periods/ week | Credits   |
|--------------|---|-------------------|----------------|-------------------|-------------|---------------|-----------|
| PSHSIIIB301  | Entrepreneurship Development  | Theory            | 40             | 60                | 100         | 4             | 4         |
| PSHSIIIB302  | Styling and Image Design  | Theory            | 40             | 60                | 100         | 4             | 4         |
| PSHSIIIB303  | Intellectual Property Rights  | Theory            | 40             | 60                | 100         | 4             | 4         |
| PSHSIIIB304  | Elective :<br>1C - Product and Brand Management<br>2C - Product Packaging                             | Theory            | 40             | 60                | 100         | 4             | 4         |
| PSHSIIIBP301 | Visual Merchandising  | Practical         | -              | 50                | 50          | 3             | 2         |
| PSHSIIIBP302 | Creative Fashion Presentation and Promotion   | Practical         | -              | 50                | 50          | 3             | 2         |
| PSHSIIIBP303 | Draping for Costume Styling   | Practical         | -              | 50                | 50          | 3             | 2         |
| PSHSIIIBP304 | Elective :<br>1C - Sustainable Luxury Wear Design Collection<br>2C - Jewellery Design and Development | Practical         | -              | 50                | 50          | 3             | 2         |
|              | <b>Total</b>  |                   | <b>160</b>     | <b>440</b>        | <b>600</b>  | <b>28</b>     | <b>24</b> |

**SEMESTER IV**

| Course code  | Title        | Theory/ Practical | Internal Marks | Semester end Exam | Total Marks | Periods   | Credits   |
|--------------|--------------|-------------------|----------------|-------------------|-------------|-----------|-----------|
| PSHSIIIBP401 | Internship   | Practical         | -              | 400               | 400         | 16        | 16        |
| PSHSIIIBP402 | Dissertation | Practical         | -              | 200               | 200         | 8         | 8         |
|              | <b>Total</b> |                   |                | <b>600</b>        | <b>600</b>  | <b>24</b> | <b>24</b> |



**Branch III B: Fashion Styling and Product Design****SEMESTER I**

| Course code  | Title   | Theory/<br>Practical | Internal<br>Marks | Semester<br>end<br>Exam | Total<br>Marks | Periods/<br>week | Credits   |
|--------------|---|----------------------|-------------------|-------------------------|----------------|------------------|-----------|
| PSHSIIIB101  | Research Methods and Statistics   | Theory               | 40                | 60                      | 100            | 4                | 4         |
| PSHSIIIB102  | Trend Forecasting   | Theory               | 40                | 60                      | 100            | 4                | 4         |
| PSHSIIIB103  | Design Theory and Management  | Theory               | 40                | 60                      | 100            | 4                | 4         |
| PSHSIIIB104  | <b>Elective :</b><br>1A - Global Marketing and Merchandising<br>2A - History of Textiles & Costumes | Theory               | 40                | 60                      | 100            | 4                | 4         |
| PSHSIIIBP101 | Fashion Illustration and Designing  | Practical            | -                 | 50                      | 50             | 3                | 2         |
| PSHSIIIBP102 | Fabric Studies and Sourcing   | Practical            | -                 | 50                      | 50             | 3                | 2         |
| PSHSIIIBP103 | Sustainability in Product Design  | Practical            | -                 | 50                      | 50             | 3                | 2         |
| PSHSIIIBP104 | <b>Elective :</b><br>1A :Communication Skills and E-Commerce<br>2A - Footwear Designing             | Practical            | -                 | 50                      | 50             | 3                | 2         |
|              | <b>Total</b>  |                      | <b>160</b>        | <b>440</b>              | <b>600</b>     | <b>28</b>        | <b>24</b> |

| Course Code | Title                           | Periods/week | Marks | Credits |
|-------------|---------------------------------|--------------|-------|---------|
| PSHSIIIB101 | Research Methods and Statistics | 4            | 100   | 4       |

**Objectives:**

- To develop the understanding of various types of research and methods to carry out specific type of research
- To develop the ability to identify research problems pertaining to their field
- To enable students to adapt research methodology according to the need of the study
- To inculcate understanding of methods of data collection and its interpretation
- To enable students to write research proposal and report
- To learn basic principles and concepts in statistics
- To enable them to select an appropriate test for testing hypotheses

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | <b>Fundamentals of Research</b> <ul style="list-style-type: none"><li>• Meaning and objectives of research, concepts of research, research theories, significance of research, research process, hypothesis, testing</li><li>• Definition and identification of research problems, selection of area of research, formulation of hypothesis and objectives, research design, sampling technique, variables, types of variables</li><li>• Types of Research- Ex post facto, Analytical, applied, fundamental, historical, survey, field study, intervention study, Conceptual, experimental, case study, exploratory, social research, longitudinal and cross sectional studies, Qualitative and quantitative research, etc.</li></ul>  | <b>15</b> |
| <b>Unit II</b> | <b>Research design</b> <ul style="list-style-type: none"><li>• Basic principles research design, exploratory research design, descriptive research designs, experimental design</li><li>• Sampling, population and sample; Probability sampling- simple random sampling, Complex random sampling viz. systematic sampling, stratified random sampling, cluster sampling, area sampling&amp; multi-stage sampling, Sampling with probability proportional to size, Sequential sampling; Non-probability sampling- convenience, purposive, quota &amp; snowballing methods; Practical considerations in sampling and sample size.</li><li>• Types of data- primary and secondary data, tools and techniques of data collection, informal and focused group discussion,</li></ul> | <b>15</b> |

|                 |  |           |
|-----------------|--|-----------|
|                 | <p>interview, questionnaire, observation, social mapping, projective techniques</p> <ul style="list-style-type: none"> <li>• Measurement- Concept of measurement, validity and reliability, levels of measurement - nominal, ordinal, interval, ratio</li> </ul>   |           |
| <b>Unit III</b> | <p><b>Data analysis and report writing</b></p> <ul style="list-style-type: none"> <li>• Data Analysis: Descriptive analysis- Uni-variate analysis (frequency tables, bar charts, pie charts, percentages), bivariate analysis – cross tabulations and chi-square test including testing hypothesis of association.</li> <li>• Interpretation of data and report writing - layout of a research paper, writing of a research proposal, research report writing</li> </ul>   | <b>15</b> |
| <b>Unit IV</b>  | <p><b>Statistics</b></p> <ul style="list-style-type: none"> <li>• Introduction to statistics, basic principles and concepts in statistics, descriptive statistics and its applications, applications of descriptive statistics, characteristics of distributions: skewness, kurtosis, percentage, percentile ranking and frequencies</li> <li>• Testing hypotheses: Levels of significance and estimation , errors in hypothesis testing: Type I, Type II</li> <li>• Parametric tests of difference: T test, ANOVA and post hoc analysis of significance, parametric tests of association, non-parametric tests of difference, non-parametric tests of association, Chi-square test</li> <li>• Guidelines for selecting an appropriate test</li> </ul> | <b>15</b> |

**References:**

- Bryman A & Bell E. Business Research Methods – Oxford University Press.
- Cooper, D. & Schindler, P. (2009) Business Research (9<sup>th</sup> Ed). TMGH, UK: McGraw Hill Publishing Co.
- Gupta S. L & Gupta H (2012) Business Research Methods. India: McGraw Hill Education Private Limited
- Kothari, C R. (2009) Research Methodology (2nd Ed).New Age Publishers New Delhi
- Singh, Y.K. (2006)Fundamental of Research Methodology and Statistics New Age Publishers New Delhi

| Course Code | Title             | Periods/week | Marks | Credits |
|-------------|-------------------|--------------|-------|---------|
| PSHSIIB102  | Trend Forecasting | 4            | 100   | 4       |

**Objectives:**

- To understand the relationship of forecasting to product development and the need for forecasting knowledge for all aspects of apparel and textile businesses.
- To integrate consumer, aesthetic and quantitative trend information into the product development process.
- To teach global trends in depth through various forecast journals, magazines like Promostyl etc. Student will be given exhaustive assignments to learn and interpret the Fashion forecast.

| Course Content  |  |  | Periods   |
|-----------------|--|--|-----------|
| <b>Unit I</b>   | <ul style="list-style-type: none"><li>• <b>The Basics of Fashion Trends &amp; Forecasting</b></li><li>• Fashion and Fashion Cycles</li><li>• Fashion Forecasting Process</li><li>• Format of Trend Forecasts</li><li>• Long and Short Term Trends and Forecasting</li><li>• Project on Fashion changes/Fashion Cultures/ Fashion campaigns/ illustrations and advertising</li></ul>  |  | <b>15</b> |
| <b>Unit II</b>  | <ul style="list-style-type: none"><li>• Consumers and Diffusion of Innovations, Researching the Consumer</li><li>• Process and Methods of Fashion Trend Analysis &amp; Forecasting</li></ul>   |  | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"><li>• Various tools, Sources &amp; methodologies applied to study the trend forecast.</li><li>• Mood/Trend Board in-class presentation and discussion<br/>Survey of various Trend forecast agencies &amp; its interpretation.</li><li>• Format of Trend Forecasts &amp; Influence of Trend Forecasting on Business Decisions</li><li>• Study of International/ National level fashion designers and brands, (Introduction of the Designer, Education , Specialty, Brand / label, Contribution to Fashion, Product range, Outlets, Collection Showcase)</li></ul> |  | <b>15</b> |
| <b>Unit IV</b>  | <ul style="list-style-type: none"><li>• Social Responsibility &amp; Sustainability Related to Fashion Trends and Forecasting</li><li>• Final Project – New Line Development - Mood/Trend Board</li></ul>   |  | <b>15</b> |

|  |  |  |
|--|--|--|
|  | Due - Focus Group Report Due - Project Presentations to the Industry Board - Final project presentations |  |
|--|--|--|

**References:**

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| Course Code | Title                        | Periods/week | Marks | Credits |
|-------------|------------------------------|--------------|-------|---------|
| PSHSIIB103  | Design Theory and Management | 4            | 100   | 4       |

**Objectives:**

- To make the students understand the intricacy and importance of Design.
- To enable learners to interpret and make use of elements of design in prints, products and styling..

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | <b>Introduction to Design</b> <ul style="list-style-type: none"> <li>• Aesthetic Sense</li> <li>• Types of Design: Structural and Decorative</li> <li>• Objectives of Design: Function, beauty and Expressiveness</li> <li>• Design Concept: Application</li> <li>• Elements and principles of Design</li> </ul> | <b>15</b> |
| <b>Unit II</b> | <b>Innovative use of Colour and other elements in Art and Design</b> <ul style="list-style-type: none"> <li>• Application: Interior and Apparel Design, Commercial Art and product Design</li> </ul>   | <b>15</b> |

|                 |  |           |
|-----------------|--|-----------|
| <b>Unit III</b> | <b>Design Management-</b> <ul style="list-style-type: none"> <li>• Importance, Timeline</li> <li>• Managing the design strategy</li> <li>• Identifying opportunities of design</li> </ul>  | <b>15</b> |
| <b>Unit IV</b>  | <ul style="list-style-type: none"> <li>• Understanding audience and market</li> <li>• Interpreting client and customer needs</li> <li>• Auditing use of design</li> <li>• Establishing design strategy</li> <li>• Promoting and selling the design strategy</li> </ul> | <b>15</b> |

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- Publishing Co. London.
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- Gill. R. W. (1994). Rendering with Pen & Ink. Thames & Hudson Ltd. London.
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| <b>Course Code</b> | <b>Title</b>  | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|---|---------------------|--------------|----------------|
| PSHSIIB104         | <b>Elective :</b><br><b>1A - Global Marketing and Merchandising</b> | <b>4</b>            | <b>100</b>   | <b>4</b>       |

**Objectives**

- To impart knowledge of marketing and merchandising.
- To impart knowledge about global marketing to students and to develop their ability to market fashion products in a competitive global environment.

| <b>Course Content</b> |   | <b>Periods</b> |
|-----------------------|---|----------------|
| <b>Unit I</b>         | <b>Fundamentals of Global Marketing</b> <ul style="list-style-type: none"> <li>• Environment of global marketing</li> <li>• Theoretical foundations of global marketing</li> <li>• Cultural foundations of global marketing</li> <li>• <b>Foreign Entry</b></li> <li>• Global market analysis</li> <li>• Import and Export, Export expansion Licensing,</li> <li>• Strategic alliance, and FDI</li> </ul> <b>Local Market Analysis</b> <ul style="list-style-type: none"> <li>• Understanding the local customers</li> <li>• The mature markets: US, EU, and Japan</li> <li>• The new growth markets: Asia, Middle East, and Latin America</li> <li>• The emerging markets: Russia and East Europe, developing countries</li> <li>• The China market</li> </ul> <b>Global Marketing Management</b> <ul style="list-style-type: none"> <li>• Global marketing planning and STP</li> <li>• Global marketing mix: the 4Ps Organizing for global marketing</li> </ul> | <b>15</b>      |
| <b>Unit II</b>        | <b>Merchandising Fundamentals</b>   | <b>15</b>      |

|                 |   |           |
|-----------------|---|-----------|
|                 | <ul style="list-style-type: none"> <li>• Role &amp; responsibilities of a merchandiser,</li> <li>• Market Knowledge and four P's</li> <li>• Market Segmentation, Factors for segmentation: Demographic trends, psychographics, social force, government influences, economic trends</li> <li>• Market penetration and development</li> <li>• Merchandising systems: Business to business relationships-wholesaling, Business to ultimate consumer transactions-retailing</li> </ul> <p><b>Merchandise Planning</b></p> <p><b>Line planning:</b></p> <ul style="list-style-type: none"> <li>• Evaluating merchandising mix and forecasting offerings, Merchandise budgets and assortment plans, delivery and allocation plans</li> <li>• Determining the length of selling periods: timing merchandising calendars (selling and transition periods)</li> <li>• Forecast based merchandise plans (regional and local economic and cultural influences during the period trend and end of period trend analysis)</li> </ul> <p><b>Dimensions of planning product lines</b></p> <ul style="list-style-type: none"> <li>• Pricing dimensions:Pricing Income statements, Pricing and costing, Pricing Strategies, Pricing variables, Pricing relationships and strategic pricing, Components of pricing strategies, Costing principles and strategies, Types of costing</li> <li>• Assortment dimensions: Merchandise assortment, SKU stock keeping unit</li> </ul> <p><b>Line development:</b></p> <ul style="list-style-type: none"> <li>• Line concept/ finished goods buying/ sourcing, product development (creative design, line adoption, technical design)</li> <li>• Line development and computer technology: CAD systems, PDS, PIMS, Videoconferencing, Customization: Body scanning, Interactive on-line fashion information services, Web based data management systems</li> </ul> <p><b>Line presentation:</b></p> <ul style="list-style-type: none"> <li>• Internal line presentation, wholesale online presentation and retail line presentation</li> </ul> |           |
| <b>Unit III</b> | <p><b>Quality assurance</b></p> <ul style="list-style-type: none"> <li>• Definition and importance of quality management</li> </ul>   | <b>15</b> |



|                |   |           |
|----------------|---|-----------|
|                | <ul style="list-style-type: none"> <li>• Consumers' perception of quality, company responsibility</li> <li>• Deming's 14 points, Juran's 10 steps to quality improvement, Sigma six strategy</li> <li>• Standards and specifications.</li> </ul> <p><b>Quality determinants</b></p> <ul style="list-style-type: none"> <li>• Raw materials, pattern and fit, construction</li> </ul> <p><b>Quality and sampling procedures</b></p> <ul style="list-style-type: none"> <li>• Statistical Process Control (SPC)</li> <li>• Merchandise Checking procedures: Quantity checking and quality controllers, Marking merchandise, Loss prevention: Shoplifting, Deterrents and controls, Electronic Article Surveillance (EAS)</li> </ul> |           |
| <b>Unit IV</b> | <p><b>Information Technology for Merchandising</b></p> <ul style="list-style-type: none"> <li>• Quick response business systems:</li> <li>• Customer driven systems (POS) ,Universal product code (UPC), E-commerce, (ERP), Enterprise Resource Planning, Electronic data interchange, Smart labels and Radio frequency identification, Time based competition, Agility, Partnering (external and internal)</li> </ul>  | <b>15</b> |

**References:**

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| Course Code | Title                                | Periods/week | Marks      | Credits  |
|-------------|--------------------------------------|--------------|------------|----------|
| PSHSIIIB104 | <b>Elective :</b><br>2A - History of | <b>4</b>     | <b>100</b> | <b>4</b> |

|  |                       |  |  |  |
|--|-----------------------|--|--|--|
|  | Textiles and Costumes |  |  |  |
|--|-----------------------|--|--|--|

**Objectives:-**

- To study the different traditional textiles and their origin.
- To study costumes through the ages in relation to art, fabric, footwear, head dress & other accessories during different periods.
- To learn the history of fashion from ancient Egypt to modern era
- To learn the historical reasons of fashion - practical, sociological, cultural and political of each era
- To critical think and make connections through history that are relevant to understanding the current field of Fashion Design.

| <b>Course Content</b> |  | <b>Periods</b> |
|-----------------------|--|----------------|
| <b>Unit I</b>         | <b>Overview of history of Indian and world textiles</b> <ul style="list-style-type: none"> <li>• Textiles of Eastern region</li> <li>• Textiles of Western region</li> <li>• Textiles of Northern region</li> <li>• Textiles of Southern region</li> </ul> <b>World Textiles</b> <ul style="list-style-type: none"> <li>• Origin of textiles and its relation to ancient civilisation</li> <li>• Sassanian textiles, Central Asian textiles, North west</li> <li>• The Far East</li> <li>• European and American textiles</li> </ul> | <b>15</b>      |
| <b>Unit II</b>        | <b>History of Indian Costumes:</b> Costumes and accessories during- <ul style="list-style-type: none"> <li>• Indus valley</li> <li>• Vedic period,</li> <li>• Mauryan &amp; Sunga Period and</li> <li>• Satavahana period</li> <li>• Kushan period,</li> <li>• Gupta period,</li> <li>• Costumes of Pre- Mughal, Mughal and Post- Mughal Period</li> </ul>   | <b>15</b>      |
| <b>Unit III</b>       | <b>History of World Costumes</b> <ul style="list-style-type: none"> <li>• Mediterranean</li> <li>• Central &amp; Northern Europe</li> <li>• Europe from Byzantium to the 1800's</li> </ul>   | <b>15</b>      |

|                |   |           |
|----------------|---|-----------|
|                | <ul style="list-style-type: none"> <li>Western Europe : Italian, Spanish and French, Rome</li> </ul>  |           |
| <b>Unit IV</b> | 19 <sup>th</sup> Century antique civilizations- Textiles and Costumes <ul style="list-style-type: none"> <li>The influence of each era on the fashion industry (project)</li> </ul> | <b>15</b> |

**References:-**

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| <b>Course Code</b> | <b>Title</b>                       | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|------------------------------------|---------------------|--------------|----------------|
| PSHSIIBP101        | Fashion Illustration and Designing | 3                   | 50           | 2              |

**Objectives**

- To develop drawing and designing skills using various hand and computer aided techniques.

- To learn design process through mood board, color board, fabric board, range plan sketches and specification drawings.
- To develop the ability of rendering of embellishments like embroidery, beadwork, zardozi, etc.

| <b>Course Content</b> |  | <b>Periods</b> |
|-----------------------|--|----------------|
| <b>Unit I</b>         | <b>Basic Drawing and colour rendering techniques</b> <ul style="list-style-type: none"> <li>• Drawing 2_Dimensional and 3 Dimensional Figures</li> <li>• Pencil Shading</li> <li>• Use of different Colouring Media</li> </ul> <b>Exploration of illustrating the human form (Women's, Men's and Children's figure)</b><br><b>Drawing of Croquis</b> <ul style="list-style-type: none"> <li>• Women's and Men's Croquis-8 head and 10 head figures</li> <li>• Figure analysis</li> <li>• Fashion model drawings (any four)</li> </ul>  | <b>15</b>      |
| <b>Unit II</b>        | <b>Rendering:</b> Prints, woven, knits, wool, fur, lustrous, dark, sheer, lace, embellishment<br>Technical Fashion Sketching<br>Development of designs illustrating garment components, silhouettes style details and fabric textures<br><b>Creating fashion specific illustrative work of Women's Wear &amp; Men's wear</b><br><b>Drawing Designs</b> Formalwear, Leisurewear, Active wear/ Sportswear, Holiday / resort wear, Party wear, Sleepwear (any two for women and any two for men)<br><b>Creating fashion specific illustrative work of and Kids wear (Girls)-</b> Formal Wear, Casual wear<br><b>Kids wear (Boys &amp; Girls)-</b> Formalwear, Party wear, Playwear, Holiday / Resort wear, Sleepwear, School wear, Active wear Indian wear, Traditional Indian wear (any two for boys and any two for girls)<br>Development of Art Portfolio and portfolio presentation using Adobe Photoshop/Illustrator | <b>15</b>      |

**References:**

- Allison, S., Walker, T. and Wycheck (2006), A. Basic Jewelry Making: All the Skills and Tools You Need to Get Started, Stackpole Books
- Aristides, C., Bejeweled: Beautiful Fashion Jewelry to Make and Wear Using
- Chaisty, A. (2011), Basics Fashion Design: Fashion Jewelry, Ava Publishing SA
- Crystals, Beads, and Charms, St. Martin's Press, 2007

- Drawing on the right side of the brain – Betty Edward
- Drawing with the artist within – Betty Edward
- Exploring the infinite – M.C. Escher
- Kathleen, B. (1998), Creative Clothes and Accessories for Children, Sally Milner Publications
- Manual of shoes making by Clark
- Mizuno, K. I (2007), Bead weaving Brilliance: Make Beautiful Jewelry as You Learn Off-Loom Techniques, Japan Publications Trading Company
- Peacock, J. (2000), Fashion Accessories, Thames & Hudson, Limited
- Phyllis, G. T. (2003), Encyclopedia of Fashion accessories
- Reader's Digest Association (2005), New Complete Guide to Sewing: Step by Step Techniques for Making Clothes and Home Accessories
- Rendering with Pen & Ink – Robert W. Gill
- Swam Siddha Manuals of Footwear Technology By FDDI
- The Complete work – M.C. Escher

| Course Code   | Title                       | Periods/week | Marks | Credits |
|---------------|-----------------------------|--------------|-------|---------|
| PSHSIIIIBP102 | Fabric Studies and Sourcing | 3            | 50    | 2       |

### Objectives

1. To study the textile materials with an emphasis on fibers, yarns, construction, color, and finish.
2. To analyze and identify fibre types using the characteristics of fabric hand and visual appearance.
3. To explore and analyze characteristics of wide range fabrics available in market.

| Course Content |   | Lectures |
|----------------|---|----------|
| <b>Unit I</b>  | Identification of <ul style="list-style-type: none"> <li>• woven fabrics</li> <li>• knitted fabrics</li> <li>• nonwoven fabrics</li> </ul> Fabric sourcing and Preparation of Swatch book                                   | 15       |
| <b>Unit II</b> | Identification of <ul style="list-style-type: none"> <li>• printed and painted fabrics</li> <li>• embroidered fabrics</li> <li>• surface ornamentation techniques</li> </ul> Fabric sourcing and Preparation of Swatch book | 15       |

### References:

- Clarke, W. (1977). Introduction to Textile Printing. London: Newness Butterworth

- Colliner, B. J & Tortora P. G. (2001) Understanding Textiles. (6th Ed.) Upper Saddle River, N. J: Prentice Hall Inc
- Corbman, B. P. (1983). Textiles: Fibre to Fabric (6th Ed.)McGraw Hill. New York
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- Naik S. (1996). Traditional Embroideries of India. A.P.H. Publishing Corporation. New Delhi
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| Course Code  | Title                            | Periods/week | Marks | Credits |
|--------------|----------------------------------|--------------|-------|---------|
| PSHSIIIBP103 | Sustainability in product design | 3            | 50    | 2       |

**Objectives:**

- To get acquainted with various units in the industry that practice sustainability
- To get hand-on experience in designing a marketable sustainable product

| Course Content |   | Periods   |
|----------------|---|-----------|
| <b>Unit I</b>  | <b>Designing a sustainable collection based on (one set each)</b> <ul style="list-style-type: none"> <li>• <b>Trousseau Gifting</b></li> <li>• <b>Corporate Gifting</b></li> <li>• <b>Textiles for Home Décor</b></li> </ul> Create Inspiration Board, Mood Boards and Design Boards  | <b>15</b> |
| <b>Unit II</b> | <b>Construct any one collection</b> <ul style="list-style-type: none"> <li>• <b>Trousseau gifting</b></li> <li>• <b>Corporate Gifting</b></li> <li>• <b>Textiles for Home Décor</b></li> </ul> Emphasis should be given to the pattern development, placements on the fabric, design features and finishing of the garment<br><b>Window Display</b><br><b>Photo Shoot</b> | <b>15</b> |

**References:**

- Allison, S., Walker, T. and Wycheck (2006), A. Basic Jewelry Making: All the Skills and Tools You Need to Get Started, Stackpole Books. United States.
- Aristides, C., Bejeweled (2007), Beautiful fashion jewelry to make and wear using crystals, beads, and charms. St. Martin's Griffin, New York.
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- Levine M (1998), Living rooms, Rockport publishers, USA.
- Lawson, Bryan, (2006), How Designers Think: The Design Process Demystified, *Bryan Lawson, London*

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- Gill R,(1973), Rendering with Pen & Ink, Thames & Hudson
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- Stone, Terry Lee, (2010) Managing the Design Process: Implementing Design: An Essential Manual for the Working Designer, Rockport Publishers.
- Swam Siddha Manuals of Footwear Technology By FDDI
- Wilhide, E and Copestick, I. (2000), Contemporary Decorating, Conron octopus Ltd., London.

| Course Code  | Title   | Periods/week | Marks | Credits |
|--------------|---|--------------|-------|---------|
| PSHSIIIBP104 | Elective :<br>1A : Communication Skills<br>and E-Commerce | 3            | 50    | 2       |

**Objectives:**

- To understand basics of E-Commerce and its Terminology (for example POS, UPC, EDI ERP, RFID) and their applications
- To realize the benefits of E-Commerce vs. Traditional Commerce and Paper Document v/s Electronic Document
- To experience the Internet Environment for E- Commerce with B2B, B2C transactions, providers and vendors.
- To learn the importance of effective communication
- To train in the skills of effective one-to-one communication
- To understand communication tools used in formal situations

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | <b>Effective Communication</b> <ul style="list-style-type: none"> <li>• The basic principles of communication</li> <li>• Barriers to communication</li> <li>• Listening</li> </ul> | <b>15</b> |



|                |   |           |
|----------------|---|-----------|
|                | <ul style="list-style-type: none"> <li>• Using language effectively</li> <li>• Giving an effective speech or presentation               <ul style="list-style-type: none"> <li>○ Handling questions</li> <li>○ Using body language</li> <li>○ Using PowerPoint</li> </ul> </li> </ul> <p><b>Group communication</b></p> <ul style="list-style-type: none"> <li>• Running a meeting</li> <li>• Handling a difficult audience</li> <li>• Handling criticism and conflict in the workplace</li> <li>• Narratives as an essential part of public speaking</li> </ul> <p>Interviewing and writing skills</p>   |           |
| <b>Unit II</b> | <p><b>Introduction to E-Commerce and E-Business in Fashion Products:</b></p> <ul style="list-style-type: none"> <li>• Literature Survey of E-commerce and fashion business in India</li> <li>• Browsing through and studying selected brands that deal in online selling</li> <li>• Contacting E-trading B2B and B2C companies and conducting a brief survey to understand the process of setting up and E-Commerce system</li> <li>• Setting up a website for conducting web trading</li> <li>• Process of bar coding and tagging system</li> </ul> <p><b>Setting up Internet and Extranet systems for E-Commerce</b></p> <p>Overview of Tracking tools for E-Commerce, Internet Bandwidth and Technology Issues</p> | <b>15</b> |

**References:**

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- Hadoop: The Definitive Guide (White) O'Reilly
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- Reader's Digest (1997) Write better, speak better. Reader's Digest Association: New York

| Course Code  | Title                                       | Periods/week | Marks | Credits |
|--------------|---|--------------|-------|---------|
| PSHSIIIBP104 | <b>Elective :</b><br>2A- Footwear Designing | 3            | 50    | 2       |

**Objectives:**

- To comprehend the entire gamut of footwear products and application of textiles in Footwear designing and making.
- To develop skills in design drawing, material and structures and geometry with a thorough understanding of various material properties enhancing working and representational skills in designing and developing footwear.

| Course Content |   | Periods   |
|----------------|---|-----------|
| <b>Unit I</b>  | <b>Design Process Overview/Research and Inspiration for footwear</b><br><br><b>Case study of any footwear brand and study its</b> Brand Identity, Target consumer characteristics, Functionality, Season, Price Range, Inspiration Research Resources, Research Stages and Goals<br><br><b>Concept and mood-board development for footwear</b> <ul style="list-style-type: none"> <li>• Picking a color story</li> <li>• Picking materials and hardware and patterns</li> <li>• Finding the right images and creating an inspirational tool for the whole design process</li> </ul> | <b>15</b> |
| <b>Unit II</b> | <b>Designing the collection for footwear with following guidelines:</b> <ul style="list-style-type: none"> <li>• Consumer age and occupation</li> <li>• Functionality</li> <li>• Season for this collection</li> <li>• Materials, leather, fabrics, trims, special techniques</li> <li>• Colors, swatches and prints</li> <li>• A clear concept and a complete research in the form of a mood-board or a collage or photographs and real samples of techniques, hardware or materials to use.</li> </ul>  | <b>15</b> |

**Visits: footwear manufacturing unit to understand the viability of the design**

**References**

- Baxter M.,(1988), Product Design, CRC Press, Florida, USA.
- Bordoli, B., (1966) “The Boot and Shoe Maker”, The Gresham Publishing Co. Ltd., 4th edition, London.
- Brannon L, (2010), Fashion Forecasting (2nd Edition), Paperback from Fairchild Pubns.

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- Patrick, H.J.,(1983) “Modern pattern cutting and design”, Mobbs and Lewis Ltd., Kettering, England.
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**SEMESTER II**

| Course code  | Title   | Theory/<br>Practical | Internal<br>Marks | Semester<br>end Exam | Total<br>Marks | Periods/<br>week | Credits |
|--------------|---|----------------------|-------------------|----------------------|----------------|------------------|---------|
| PSHSIIIB201  | Art Appreciation  | Theory               | 40                | 60                   | 100            | 4                | 4       |
| PSHSIIIB202  | Organisational and<br>Consumer Behaviour  | Theory               | 40                | 60                   | 100            | 4                | 4       |
| PSHSIIIB203  | Supply Chain and<br>Logistic Management   | Theory               | 40                | 60                   | 100            | 4                | 4       |
| PSHSIIIB204  | Elective :<br><br>IB - Apparel Category<br>Management<br><br>2B - Lifestyle and<br>Accessory Category<br>Management | Theory               | 40                | 60                   | 100            | 4                | 4       |
| PSHSIIIBP201 | Fashion Styling for<br>Women's Wear and<br>Men's Wear   | Practical            | -                 | 50                   | 50             | 3                | 2       |
| PSHSIIIBP202 | Surface<br>Ornamentation  | Practical            | -                 | 50                   | 50             | 3                | 2       |
| PSHSIIIBP203 | Market Study and<br>Analysis  | Practical            | -                 | 50                   | 50             | 3                | 2       |
| PSHSIIIBP204 | Elective :<br><br>1B - Craft<br>Documentation<br><br>2B - Accessory Design<br>and Development                       | Practical            | -                 | 50                   | 50             | 3                | 2       |
|              | Total   |                      | 160               | 440                  | 600            | 28               | 24      |

The candidate is required to submit the certificate of completing One Year Diploma course in : “CAD-CAM and Computer Aided Technologies in Textiles and Apparel Sector – Basic and Intermediate” by the end of semester II.

| Course Code | Title            | Periods/week | Marks | Credits |
|-------------|------------------|--------------|-------|---------|
| PSHSIIIB201 | Art Appreciation | 4            | 100   | 4       |

**Objectives:**

- To gain an insight into the various aspects of the History of Art right from the origin.
- The teach the students about the historic importance and relevance of the various aspects and phases of the Art
- To be able to relate these aspects to Fashion, Textile and Costumes from past to present
- To take inspiration from these for their own creations

| Course Content  |   | Periods   |
|-----------------|---|-----------|
| <b>Unit I</b>   | <b>Introduction Pre-historic Art</b> <ul style="list-style-type: none"> <li>• India- It's geographical , historical and cultural dimensions The Oriental (Eastern) and the Occidental (Western) view of life ( A comparative study)</li> <li>• Religion and Art-their interfaces in traditional forms of art, architecture &amp; sculpture.</li> <li>• Translation of a religious ideal into visual arts (Icons, Symbols, Relics, Signs, etc.)</li> </ul> | <b>15</b> |
| <b>Unit II</b>  | <ul style="list-style-type: none"> <li>• The evolution of the human form in Indian Sculpture (from Mohenjo-Daro to Gupta Period)</li> <li>• Painting traditions in India.</li> <li>• Tribal and Rural art</li> <li>• Egyptian Art</li> <li>• Greek and Roman Art</li> </ul>   | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"> <li>• The Miniature Tradition –it's making and meaning-the Jain, Rajasthani, Mughal and Pahari schools</li> <li>• The changing forms and features of Indian Sculpture and Architecture from Pallava and Chola dynasty.</li> <li>• The contemporary Indian Art-A general survey</li> <li>• Medieval Europe: The birth of major religions</li> <li>• The Renaissance and it's masters</li> </ul>                         | <b>15</b> |
| <b>Unit IV</b>  | <ul style="list-style-type: none"> <li>• Mannerism, Baroque, Realism and Post-Impressionism</li> <li>• Cubism</li> <li>• Fauvism</li> <li>• Surrealism</li> </ul>   |           |

**References:**

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- Tomory, E. (1982) *A History of Fine Arts*, Orient Longman; Mumbai
- Turner, W. R. (1989) *Folk and Festival Costumes of the World*, B T Batsford Ltd.: London.

| Course Code | Title | Periods/week | Marks | Credits |
|-------------|-------|--------------|-------|---------|
|-------------|-------|--------------|-------|---------|

|             |                                       |   |     |   |
|-------------|---------------------------------------|---|-----|---|
| PSHSIIIB202 | Organizational and Consumer Behaviour | 4 | 100 | 4 |
|-------------|---------------------------------------|---|-----|---|

**Objectives**

- To understand the various concepts of organizational behavior
- To develop an understanding towards group dynamics and team building
- To understand the different types of conflict and various means of conflict management
- To study the various types of consumers
- To understand the effect of consumer behavior on the market

| <b>Course Content</b> |   | <b>Periods</b> |
|-----------------------|---|----------------|
| <b>Unit I</b>         | <ul style="list-style-type: none"> <li>• <b>Introduction to organizational behaviour:</b> <ul style="list-style-type: none"> <li>○ Definition, Importance, Scope, Fundamental concepts of organizational behaviour, Different models of organizational behaviour - autocratic, custodial, supportive, collegial and SOBC.</li> <li>○ Difference between consumer and organizational buying, Characteristics of organizational buying, stages in organizational buying, Models of consumer buying, Industrial buying</li> </ul> </li> </ul>  | <b>15</b>      |
| <b>Unit II</b>        | <ul style="list-style-type: none"> <li>• <b>Group Dynamics and Team building:</b> <ul style="list-style-type: none"> <li>• Concept of Group &amp; Team. Theories of Group Formation - Formal and Informal Groups. Importance of Team building, Group dynamics and Consumer Reference Groups, Opinion leadership process</li> </ul> </li> <li>• <b>Conflict Management:</b> <ul style="list-style-type: none"> <li>○ Definition. Traditional vis-à-vis Modern view of conflict, Types of conflict – Intrapersonal, Interpersonal, Organizational. Constructive and Destructive conflict. Conflict management systems.</li> </ul> </li> </ul> | <b>15</b>      |
| <b>Unit III</b>       | <ul style="list-style-type: none"> <li>• <b>Consumer Personality &amp; Attitudes:</b> <ul style="list-style-type: none"> <li>○ Consumer as an individual, Meaning of personality, Consumer attitude and self concept, Development of personality – Attributes of personality- Nature and dimensions of attitude – Developing the right attitude.</li> </ul> </li> </ul>   | <b>15</b>      |
| <b>Unit IV</b>        | <ul style="list-style-type: none"> <li>• <b>Consumer behavior-</b> <ul style="list-style-type: none"> <li>• The study of consumer behavior, profiling target consumers, understanding needs, consumer needs – rational / emotional, perception – theories-process-measurement-mapping.</li> <li>○ Market segmentation, consumer behavior in social</li> </ul> </li> </ul>   | <b>15</b>      |



|  |   |  |
|--|---|--|
|  | setting, influence of culture on consumer behavior,<br>Brand loyalty, brand extensions, cognitive theories. <ul style="list-style-type: none"> <li>• Consumer decision making process, factors affecting consumer decision making process, organizational buyer behavior, factors affecting consumer buyer behavior, Developments in purchasing practice, relationship management, the future of the Indian and International consumer</li> </ul> |  |
|--|---|--|

**References:**

- Ghosh, P.K. (2011) Organizational Behaviour, USP
- Hriyappa, B. (2009) Organizational Behaviour, (1<sup>st</sup> Ed), New Age International: New Delhi
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| Course Code | Title                                 | Periods/week | Marks | Credits |
|-------------|---------------------------------------|--------------|-------|---------|
| PSHSIIIB203 | Supply Chain and Logistics Management | 4            | 100   | 4       |

**Objectives**

- To introduce the concept of supply chain management
- To understand logistics management in fashion industry
- To understand global strategic positioning and E-commerce

| Course Content |   | Periods |
|----------------|---|---------|
| <b>Unit I</b>  | <b>Concepts and principles of Supply Chain Management-</b> <ul style="list-style-type: none"> <li>• Short interval scheduling (SIS), inventory carrying costs, supply chain for soft goods.</li> <li>• Information and technology in supply chain management</li> </ul> <b>Enabling Technologies-</b> <ul style="list-style-type: none"> <li>• EDI, EPOS, item coding, EFT, activity based costing, etc. Applications of the information and technology for the SCM in the fashion industry.</li> </ul> <b>International sourcing process-</b> <ul style="list-style-type: none"> <li>• Research, Initial orders, L/C documents, follow-up, final quality inspection, Shipping documentation</li> </ul> | 15      |

|                 |   |           |
|-----------------|---|-----------|
|                 | <b>Pricing considerations-</b> <ul style="list-style-type: none"> <li>• Competition and merchandise characteristics</li> </ul>  |           |
| <b>Unit II</b>  | <b>Supply Chain management-</b> <ul style="list-style-type: none"> <li>• Generalized supply chain model, Responsiveness, Financial sophistication, Globalization, Digital business transformation.</li> </ul> <b>Customer accommodation-</b> <ul style="list-style-type: none"> <li>• Supply chain service output, Customer satisfaction, Forecasting, Collaborative planning, forecasting and replenishment, Role of Customer Relationship Manager</li> <li>• <b>already covered in Unit III</b></li> </ul> <b>Supply chain and competitive strategy-</b> <ul style="list-style-type: none"> <li>• Customer service objectives, setting customer priorities and service standards, Customer service and customer retention, Distribution channels, Innovation in distribution, Market driven supply chain</li> </ul> | <b>15</b> |
| <b>Unit III</b> | <b>Logistics-</b> <ul style="list-style-type: none"> <li>• Twenty first century supply chains, procurement and manufacturing, Logistical Interfaces, Logistical value proposition, The work of logistics, Logistical operations, Logistical operating arrangements, Flexible structure, Supply chain synchronization</li> </ul> <b>Integrated logistics-</b> <ul style="list-style-type: none"> <li>• Logistical operation integration, customer service, supply chain relationships, global logistics, network integration, relationship development and management, Marketing sourcing and logistics decisions</li> </ul>   | <b>15</b> |
| <b>Unit IV</b>  | <b>Logistical resources-</b> <ul style="list-style-type: none"> <li>• Information, forecasting, inventory strategy and management, transportation infrastructure, transportation regulation and management, warehouse management, material handling and packaging</li> </ul> <b>Logistics system design-</b> <ul style="list-style-type: none"> <li>• Logistics positioning, global strategic positioning, integration theory, planning and design methodology and techniques</li> </ul> <b>Logistics administration-</b> <ul style="list-style-type: none"> <li>• Organization, planning costing and pricing, performance measurement and reporting, E-commerce and SCM</li> </ul> <b>Case studies</b>   | <b>15</b> |

**References:-**

- Bowersox, D.J. and Closs D.J. (2008), Logistics management- The Integrated Supply Chain Process, Tata McGraw-Hill Publishing Company Ltd.: New Delhi.
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- Burt D.N., Dobbler D.W, Starling S. (2003) World Class Supply Management (7th Ed.) TMGH, McGraw-Hill.: New Delhi
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- Simchi, D, Kaminski, P.&Simchi, E. (2000) Designing and Managing the supply chain McGraw-Hill Companies Inc.: New York

| Course Code | Title   | Periods/week | Marks      | Credits  |
|-------------|---|--------------|------------|----------|
| PSHSIIB204  | <b>Elective :</b><br>1B - Apparel Category Management | <b>4</b>     | <b>100</b> | <b>4</b> |

**Objectives:**

- To enable students to learn the basics of Category Management.
- To gain an understanding of the practical approach relating to Category Management integrated in fashion and apparel sectors.
- To provide an overview of the changing role of the category management function.
- To understand the strategic approach and process being applied by leading suppliers

| Course Content |   | Periods   |
|----------------|---|-----------|
| <b>Unit I</b>  | <b>Concept of Category Management</b> <ul style="list-style-type: none"> <li>• Definition and benefits of Category management</li> <li>• Category management process</li> <li>• Need for Category Management</li> <li>• Role of category manager</li> <li>• Challenges and Best Practices</li> </ul> <b>Analysis of Basic Parameters:</b> <ul style="list-style-type: none"> <li>• Sell- through and its significance</li> <li>• Sales-to- Stock Ratio and its significance</li> <li>• Relationship between Sell through Ratio and Sales-to- Stock Ratio</li> <li>• Determining the Sales Window</li> </ul> | <b>15</b> |
| <b>Unit II</b> | <ul style="list-style-type: none"> <li>• Identifying apparel groups and Types of apparel categories</li> </ul> <b>Category Management Analysis:</b> <ul style="list-style-type: none"> <li>• Product Planning Chart</li> </ul>  | <b>15</b> |

|                 |   |           |
|-----------------|---|-----------|
|                 | <ul style="list-style-type: none"> <li>• Samples estimation Chart</li> <li>• Preparing production Plan</li> <li>• Production Requirement Plan – Warehouse Requirement</li> </ul>  |           |
| <b>Unit III</b> | <b>Merchandise Purchase Plan and Category Management:</b> <ul style="list-style-type: none"> <li>• Merchandise Plan – Need for a Merchandise Plan – Process of Merchandise Planning – Making the process of Merchandise Planning Interactive – Preparing the OTB Plan – An Alternative Model for Merchandise Planning – Unit Planning Method – Sales Curve</li> <li>• Category assessment</li> <li>• Category performance</li> <li>• Category strategy and tactics</li> <li>• Category implementation and revision</li> </ul> | <b>15</b> |
| <b>Unit IV</b>  | <b>Promotion, Range Planning and Visual Merchandising:</b> <ul style="list-style-type: none"> <li>• Purpose of Promotional Schemes</li> <li>• Types of Promotion Schemes</li> <li>• Execution of Promotion Schemes</li> <li>• Visual Merchandising an Range Planning - Planogram</li> </ul> <b>Online category Management</b> <ul style="list-style-type: none"> <li>• Online category management</li> <li>• Traffic drivers, Profit drivers, loyalty builders,</li> <li>• Behavioral Merchandising</li> </ul>                | <b>15</b> |

**References:**

- Carlsson M (2015) Strategic Sourcing and Category Management: Lessons Learned at IKEA (1 st Edition) London Kogan Page
- Cavinato J (2006) The Supply Mangement Handbook (General Finance & Investing) ,(7th Ed ) New York McGraw-Hill Education
- Jonathan O’Brien J (2015) Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability (3 rd Edition) London Kogan Page
- Pandit K, Marmanis H (2008) Spend Analysis: The Window into Strategic Sourcing J Ross Publishing

| Course Code | Title   | Periods/week | Marks | Credits |
|-------------|---|--------------|-------|---------|
| PSHSIIIB204 | <b>Elective :</b><br>2B - Lifestyle and Accessory Category Management | 4            | 100   | 4       |

**Objectives:**

- To develop product strategies and manage products.
- To understand the foundations and practice of product management.
- To manage products in all the phases of their product life cycle.

| Course Content  |  | Periods   |
|-----------------|--|-----------|
| <b>Unit I</b>   | <b>Introduction</b> <ul style="list-style-type: none"> <li>• Lifestyle product and accessories</li> <li>• Types and levels of Lifestyle Products and accessories</li> <li>• Product Life Cycle</li> </ul> <b>Introduction to Category Management:</b> <ul style="list-style-type: none"> <li>• Concept ,Categories and their definitions, Need for Category Management, Beneficiaries of Category Management, Use of Category Management</li> </ul> <b>Analysis of Basic Parameters:</b> <ul style="list-style-type: none"> <li>• Sell- through and its significance, Sales-to- Stock Ratio and its significance and relationships , Determining the Sales Window</li> </ul> | <b>15</b> |
| <b>Unit II</b>  | <b>Merchandise Purchase Plan and Category Management:</b> <ul style="list-style-type: none"> <li>• Merchandise Plan ,Need for a Merchandise Plan, Process of Merchandise Planning , Making the process of Merchandise Planning Interactive , Preparing the OTB Plan ,An Alternative Model for Merchandise Planning, Unit Planning Method – Sales Curve</li> </ul> <b>Category Management Analysis:</b> <ul style="list-style-type: none"> <li>• Making Product Planning Chart, Samples estimation Chart, Preparing production Plan, Production Requirement Plan, Warehouse Requirement</li> </ul>  | <b>15</b> |
| <b>Unit III</b> | <b>Profit Margin and Other Parameters:</b> <ul style="list-style-type: none"> <li>• Determining the Profit margin , Pricing , Gross Margins, Initial mark-up, Markdowns, Maintained mark-up, Return on Investment, Sales-to-stock Ratio and profit Margin Percentage for a Category, Relationship between Profit margin and Other</li> </ul>   | <b>15</b> |

|                |  |           |
|----------------|--|-----------|
|                | Attributes of Product category, Positioning of Category vs Target Customer Group, Analyzing Sales-to-stock ratio at the Dimension Level to achieve improved Profitability, Other Important parameters of performance for a Product Category, Developing an Index to compare Productivity of the Space in terms of ROI for Developing Category/ Sub-category or Retail Shops, Spaces or Locations, Developing Brand/Store Potential Index for the Area – Direct Product Profitability |           |
| <b>Unit IV</b> | <b>Promotion, Range Planning and Visual Merchandising:</b> <ul style="list-style-type: none"> <li>Purpose of Promotional Schemes, Types of Promotion Schemes , Execution of Promotion Schemes, Visual Merchandising an Range Planning , Planogram</li> </ul>   | <b>15</b> |

**References:**

- Carlsson M (2015) Strategic Sourcing and Category Management: Lessons Learned at IKEA (1 st Edition) London Kogan Page
- Cavinato J (2006) The Supply Management Handbook (General Finance & Investing) ,(7th Ed ) New York McGraw-Hill Education
- Jonathan O'Brien J (2015) Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability (3 rd Edition) London Kogan Page
- Pandit K, Marmanis H (2008) Spend Analysis: The Window into Strategic Sourcing J Ross Publishing

| Course Code  | Title   | Periods/week | Marks | Credits |
|--------------|---|--------------|-------|---------|
| PSHSIIIBP201 | Fashion Styling for Women's Wear and Men's Wear | 3            | 50    | 2       |

**Objectives:**

- To teach students to appreciate trends in fashion and to assimilate in occasion specific styling.
- To enable the students to apply the knowledge of design process in making a collection through effective fashion styling.

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | <b>Styling for Women's Wear :</b> <ul style="list-style-type: none"> <li>Party Wear, Casual Wear, Formal wear, Sportswear</li> <li>Emphasis should be on novelty in styling and harmony in presentation reflecting upcoming trends.</li> </ul> | <b>15</b> |

|                |   |           |
|----------------|---|-----------|
|                | <ul style="list-style-type: none"> <li>• Photo Shoot</li> </ul> <p><b>Styling for Women's wear :</b></p> <p>Building effective wardrobes with balanced assortments using coordinated and mix-matched apparel</p> <p>Draping techniques using scarves saris and other apparel</p> <p>Accessorizing with jewelry, bags, belts and other accessories</p> <p>Accentuating attire using different techniques of make-up and hair-dos</p> <p>Styling for fashion shoots and fashion shows and its use in retailing</p>  |           |
| <b>Unit II</b> | <p><b>Styling for Men's Wear:</b></p> <ul style="list-style-type: none"> <li>• Party Wear, Casual Wear, Sportswear, Formal wear</li> <li>• Emphasis should be on novelty in styling and harmony in the presentation reflecting upcoming trends.</li> <li>• Photo Shoot</li> </ul> <p><b>Styling for Men's Wear:</b></p> <p>Building effective wardrobes with balanced assortments using coordinated and mix-matched apparel</p> <p>Draping techniques using scarves and other apparel</p> <p>Accessorizing with jewelry, bags, belts and other accessories</p> <p>Accentuating attire using different techniques of make-up and hair-dos</p> <p>Styling for fashion shoots and fashion shows and its use in retailing</p> | <b>15</b> |

**References:**

- Barnfield, Jo, and Andrew Richards (2012) The Pattern Making Primer: All You Need to Know about Designing, Adapting & Customizing Sewing Patterns. Hauppauge, NY: Barron's Educational Series
- Boucher, François(1967) 20,000 Years of Fashion: The History of Costume and Personal Adornment. New York: Harry N. Abrams
- Danielle Griffiths (2016) Fashion Stylist's Handbook, Laurence King
- Hollahan, Lee (2010) How to Use, Adapt, and Design Sewing Patterns. Hauppauge, NY: Barron's
- Imusti (2015) How to Get Dressed: A Costume Designer's Secrets for Making Your Clothes Look, Fit, and Feel Amazing, Alison Freer
- Jo Dingemans (1999) Mastering Fashion styling, Palgrave
- Jones, Jen(2007) Fashion Design: The Art of Style. Mankato, MN: Capstone
- Laver, James, La Haye, Amy. De, and Andrew Tucker (2002) Costume and Fashion: A Concise History. New York: Thames & Hudson

- Secrets of Stylists: An Insider's Guide to Styling the stars, Grace Mirabella, Sasha Charnin Morrison(2011) Chronicle Books, San Francisco

| Course Code | Title                 | Periods/week | Marks | Credits |
|-------------|-----------------------|--------------|-------|---------|
| PSHSIIBP202 | Surface Ornamentation | 3            | 100   | 2       |

**Objectives:-**

- To introduce the students to the basics of painting, dyeing, printing and embroideries,.
- To equip students with the necessary skills to improve aesthetics and thereby improve the marketability of the product
- To develop a product using any ornamentation technique.

| Course Content  |   | Periods   |
|-----------------|---|-----------|
| <b>Unit I</b>   | Fabric Painting with novel techniques:<br>Introduction, tools, material and techniques  | <b>15</b> |
| <b>Unit II</b>  | <b>Quilting &amp; Patch work:</b><br>Introduction, tools, material, techniques and types of embroidery – Cut work, Cross stitch, couching, Glass work, drawn thread work. (Any Two) | <b>15</b> |
| <b>Unit III</b> | <b>Fancy Nets –</b><br>Introduction, tools, material, and techniques– Fancy net with Lazy Daisy , Cross Stitch and Button hole net (Any two)  | <b>15</b> |
| <b>Unit IV</b>  | Advanced surface ornamentation techniques (Any two products using combination of techniques)  | <b>15</b> |

**References:-**

- Allison S. (2011) Block Printing: Basic Techniques for Linoleum and Wood, Stackpole Books,
- Campbell J. and Bakewell A (2006), Complete Guide to Embroidery Stitches: Photographs, Diagrams and Instructions for Over 260 Stitches, Reader's Digest, Readers Digest
- Christine Risley(1969) Creative Embroidery, Watson-Guptill,
- Corbman, B. P. (2003) Textile Fibre to fabric, MGH International
- Johnson B, (1983) Advanced Embroidery Techniques, Batsford Ltd
- Kafka, Francis J.(1973), Hand Decoration of Fabrics, Dover Publications.
- Mary Gostelow(1977),The Complete International Book of Embroidery Simons and Schuster, New York
- Naik S. and Wilson J. (2006) Surface Designing of Textile Fabric, New Age International
- Polakoff C. (1980) African textiles and dyeing techniques, Routledge & Kegan Paul Ltd.
- Rick Luttmann (1992)A study of symmetry in surface ornamentation, S.N.J.



- Thimou P. (2006) Home Screen Printing Workshop : Do It Yourself Techniques, Design Ideas and Tips for Graphic Prints, Quarry Books

| Course Code  | Title                      | Periods/week | Marks | Credits |
|--------------|----------------------------|--------------|-------|---------|
| PSHSIIIBP203 | Market Survey and Analysis | 3            | 50    | 2       |

**Objectives**

- To understand the need and concepts of market research
- To learn the various techniques of data collection and data analysis
- To be able to develop the project report and presentations

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | Introduction to Marketing Research- Basic Concepts and Tools, Types of Markets, Identification of research objectives.<br><br>Data Collection: Survey design preparation and administration of data collection tools | <b>15</b> |
| <b>Unit II</b> | Data analysis<br><br>Project Preparation, Report writing and Project presentations<br><br>Market Research/ Field Visit to different markets as well as various exhibitions   | <b>15</b> |

**References:**

- Bradley N (2007), Marketing Research: Tools and Techniques,
- David A. K., George V, Day S, Leone R. P, (2011)Marketing Research, 10<sup>th</sup> Edition, WSE Series
- Malhotra N K (2007), Review of Marketing Research, Vol.2,
- Nargundkar R (2008), Marketing Research – Text and Cases,
- Ruth McNeil (2006), Business to Business Market Research,

| Course Code  | Title                                      | Periods/week | Marks | Credits |
|--------------|--|--------------|-------|---------|
| PSHSIIIBP204 | Elective :<br><br>1B - Craft Documentation | 3            | 50    | 2       |

**Objectives:**

- To impart an in-depth knowledge of textiles and other handicrafts.
- To inculcate skills of research and documentation of various crafts.
- To provide design solutions to artisans for further evolution of the traditional crafts

| <b>Course Code</b> | <b>Course Content</b>  | <b>Periods</b> |
|--------------------|--|----------------|
| <b>Unit I</b>      | Introduction to crafts (embroideries, paintings, weaving, printing, etc.)<br>Information sourcing on crafts<br>Craft designs<br>Prepare questionnaire for survey/ information collection<br>Assessment   | <b>15</b>      |
| <b>Unit II</b>     | Documenting a craft<br>Contents of craft document<br>Layouts and the techniques<br>Framing videos, photographs, illustrations<br>Application of the craft for product/apparel development (two products)<br>Presentation of the documentation work | <b>15</b>      |

**References:**

- Chattopadhyaya, Kamaladevi, (1963) Indian Handicrafts, Indian Council for Cultural Relations,
- Cooper, Ilay, (1996) Arts and crafts of India, Thames and Hudson,
- Das, Shukla, (1992), Fabric Art- Heritage of India, Abhinav Publications, New Delhi
- Jaitly, Jaya, (1990) The Craft Traditions of India, Tiger Books International,
- Jaitly, Jaya, ( 2001) Viśvakarmā's Children: Stories of India's Craftspeople, Concept Publishing Company,
- Ranjan, Aditi and Ranjan, M. P. (2009) Handmade in India: A Geographic Encyclopedia of Indian Handicrafts, Abbeville Press,
- Tribal Arts and Crafts of India, Ministry of Education and Culture, India, 1982

| Course Code  | Title  | Periods/week | Marks | Credits |
|--------------|--|--------------|-------|---------|
| PSHSIIIBP204 | <b>Elective :</b><br>2B - Accessory Design and Development | 3            | 50    | 2       |

**Objectives:**

- It focus on addressing the entire gamut of accessories and lifestyle products,
- Skill development modules such as Design Drawing, Material and Structure, and Geometry give an understanding of various material properties and enhance the students' working and representational skills.

| Course Content |   | Periods   |
|----------------|---|-----------|
| <b>Unit I</b>  | <b>Introduction to accessory design:</b> <ul style="list-style-type: none"><li>• Illustration of various types handbags, hats, gloves, jewelry and hair accessories.</li></ul> <b>Concept and mood-board development</b> <ul style="list-style-type: none"><li>• Picking a color story</li><li>• Finding the right images and creating an inspirational tool for</li><li>• The whole design process</li></ul> <b>Designing the collection of accessories</b> <ul style="list-style-type: none"><li>• Collection of accessories based on different themes: Tribal, ethnic, contemporary, traditional, and fusion, Consumer age and occupation.</li><li>• A clear concept and a complete research in the form of a mood-board or a collage or photographs and real samples of techniques, hardware or materials to use.</li></ul> | <b>15</b> |
| <b>Unit II</b> | <b>Collection and presentation of materials related to the accessories based on different themes (any three):</b> <ul style="list-style-type: none"><li>• Tribal, ethnic, contemporary, traditional, and fusion (file work with articles).</li><li>• Functionality of the accessories</li><li>• Season for this collection</li><li>• Materials, leather, fabrics, trims, special techniques</li><li>• Colors, swatches and prints</li></ul>   | <b>15</b> |

|  |  |  |
|--|--|--|
|  | <b>Develop accessories from any two themes</b> (head dress, handbags, jewelry, belts, gloves etc). |  |
|--|--|--|

**References:**

- Allison, S., Walker, T. and Wycheck (2006), A. Basic Jewelry Making: All the Skills and Tools You Need to Get Started, Stackpole Books,
- Blumenthal E. (2011)Handbag Designer 101: Everything You Need to Know About Designing, Making, and Marketing Handbags (1st ed.), Voyageur Press
- Borel F. (2007) The Splendor of Ethnic Jewelry. NJ Abram Inc, New York
- Chaisty, A.( 2011), Basics Fashion Design: Fashion Jewelry, Ava Publishing SA,
- Gale, E. and Little, A. (1999) Jewelry Making, McGraw-Hill Companies.
- Genova A. (2011)Accessory Design (1st ed.), Fairchild Publications
- Judith R (1996) Strategies for Women. Delmar Publishers, London.
- Kathleen, B. (1998), Creative Clothes and Accessories for Children, Sally Milner Publications,
- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press,
- Mizuno,K. I, (2007) Beadweaving Brilliance: Make Beautiful Jewelry as You Learn Off-Loom Techniques, Japan Publications Trading Company,
- Peacock, J. (2000), Fashion Accessories, Thames & Hudson, Limited,
- Phyllis, G. T. (2003), Encyclopedia of Fashion accessories,
- Reader's Digest Association (2005), New Complete Guide to Sewing: Step by Step Techniques for Making Clothes and Home Accessories,
- Schaffer J. (2012), Accessories: Design Practice and Processes for Creating Hats, Bags, Shoes, and Other Fashion Accessories, Barron's Educational Series

**SEMESTER III**

| <b>Course code</b> | <b>Title</b>   | <b>Theory/<br/>Practical</b> | <b>Internal<br/>Marks</b> | <b>Semester<br/>end<br/>Exam</b> | <b>Total<br/>Marks</b> | <b>Periods<br/>/week</b> | <b>Credits</b> |
|--------------------|--|------------------------------|---------------------------|----------------------------------|------------------------|--------------------------|----------------|
| PSHSIIIB301        | Entrepreneurship Development   | Theory                       | 40                        | 60                               | 100                    | 4                        | 4              |
| PSHSIIIB302        | Styling and Image Design   | Theory                       | 40                        | 60                               | 100                    | 4                        | 4              |
| PSHSIIIB303        | Intellectual Property Rights   | Theory                       | 40                        | 60                               | 100                    | 4                        | 4              |
| PSHSIIIB304        | Elective :<br>1C - Product and Brand Management<br>2C - Product Packaging                            | Theory                       | 40                        | 60                               | 100                    | 4                        | 4              |
| PSHSIIIBP301       | Visual Merchandising   | Practical                    | -                         | 50                               | 50                     | 3                        | 2              |
| PSHSIIIBP302       | Creative Fashion Presentation and Promotion  | Practical                    | -                         | 50                               | 50                     | 3                        | 2              |
| PSHSIIIBP303       | Draping for Costume Styling  | Practical                    | -                         | 50                               | 50                     | 3                        | 2              |
| PSHSIIIBP304       | Elective :<br>1C - Sustainable Luxury Wear Design Collection<br>2C- Jewellery Design and Development | Practical                    | -                         | 50                               | 50                     | 3                        | 2              |
|                    | <b>Total</b>   |                              | <b>160</b>                | <b>440</b>                       | <b>600</b>             | <b>28</b>                | <b>24</b>      |

| <b>Course Code</b> | <b>Title</b>                 | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|------------------------------|---------------------|--------------|----------------|
| PSHSIIB301         | Entrepreneurship Development | 4                   | 100          | 4              |

**Objectives**

- To understand the concept and Theories of entrepreneurship
- To realize the various aspects of promotion for a venture
- To study the legal requirements for setting up an enterprise
- To understand the concepts of demand, supply and market
- To know the various sources of funds to set up a business
- To understand basic accounting and taxation principles

| <b>Course Content</b> |   |  | <b>Periods</b> |
|-----------------------|---|--|----------------|
| <b>Unit I</b>         | <ul style="list-style-type: none"> <li>• Entrepreneur and Entrepreneurship-meaning and importance, theories, Types of Entrepreneurs, Skills/Traits for Entrepreneurs, characteristics and competency, risk taking, decision making and business planning, Factors Affecting Entrepreneurship Growth: Economic, Social, Psychological and Political Factors</li> </ul>   |  | <b>15</b>      |
| <b>Unit II</b>        | <ul style="list-style-type: none"> <li>• Entrepreneurship Development Process, Project Identification, Project Formulation Feasibility Study, Financial and Technical Evaluation, Project Formulation, Common Errors in Project Formulation, Specimen Project Report, Ownership Structures – Proprietorship, Partnership, Company, Cooperative, Franchise.</li> <li>• Promotion of a venture: opportunity analysis, external environmental forces, social-cultural-technological-competitive-economic factors</li> </ul>                |  | <b>15</b>      |
| <b>Unit III</b>       | <ul style="list-style-type: none"> <li>• Legal requirements to set up enterprise, raising funds, role of Government and financial institutions. Managerial economics – micro and macro-economics, decision making.</li> <li>• Financial management, Scope of financial management, Working capital, Sources of finances, Financial institutions</li> <li>• Basic accounting, Budget and budgetary control, Auditing. Calculation of taxation, Taxation systems, Exemption and deduction from taxation, Income and wealth tax</li> </ul> |  | <b>15</b>      |
| <b>Unit IV</b>        | <ul style="list-style-type: none"> <li>• Law of demand and supply, functions, elasticity of market-types, costing including – material cost-labour cost and turn</li> </ul>   |  | <b>15</b>      |

|  |  |  |
|--|--|--|
|  | around- overheads- cost sheets- marginal costing- budget control and standard costing. |  |
|--|--|--|

**References:**

- Charantimath, P.M. (2006) Entrepreneurship Development and Small Business Enterprises, Dorling Kindersley (Pvt) Ltd. New Delhi, India.
- Cornwall, J. R., Vang, D. O. and Hartman, J. M. (2016) Entrepreneurial Financial management- An Applied Approach, (4<sup>th</sup> edition) Routledge, New York.
- Kumar S.A., Poornima, S.C., Abraham, M.K. and Jayashree, K. (2008) Entrepreneurship Development, New Age Book International Publishers, New Delhi.
- Nandan, H. (2013) Fundamentals of Entrepreneurship, (Third edition), PHI Learning Pvt. Ltd. Delhi.
- Ramachandran, K. (2008) Entrepreneurship Development, (1st Edition) McGraw Hill Education Private Limited, New Delhi.
- Saini, J.S. (2009) Entrepreneurship Development - Programmes and Practices, Deep and Deep Publications Pvt. Ltd., New Delhi.
- Singh, A. K. (2009) Entrepreneurship Development and Management, University Science Press, New Delhi.

| Course Code | Title                    | Periods/week | Marks | Credits |
|-------------|--------------------------|--------------|-------|---------|
| PSHSIIB302  | Styling and Image Design | 4            | 100   | 4       |

**Objectives:**

- To develop an aesthetic vision, indispensable in understanding, absorbing, and generating an innovative visual concept within the fashion world.
- To develop an understanding of the image-maker and stylist's role in spotting and instigating new trends while developing a contextual awareness of fashion's place within wider culture.
- To develop basic knowledge of the theoretical and practical aspects of fashion styling and image design.

| Course Content |  |  | Periods |
|----------------|--|--|---------|
| <b>Unit I</b>  | <b>Introduction to Styling:</b> <ul style="list-style-type: none"> <li>• Styling applied in fashion, art direction, media and popular culture</li> <li>• Issues of historical representation, fashion and styling, media institutions, visual self-representation and power</li> </ul> <b>Relationship between Styling and Image</b> <ul style="list-style-type: none"> <li>• Mechanisms involved in Image Making and Styling</li> <li>• Exploration of color, texture, form, proportion, and available</li> </ul> |  |         |

|                 |  |           |
|-----------------|--|-----------|
|                 | <p>visual mediums in the production of an image;</p> <ul style="list-style-type: none"> <li>• Issues of communication, symbolism, style and historical visual context in correlation to the single image.</li> <li>• Concept of changing or shifting the ‘reading’ of an image through the use of garments, fashion design, accessories, visual style and vocabulary, and their contextual significance.</li> </ul>          |           |
| <b>Unit II</b>  | <p><b>Stylistic manifestations</b></p> <ul style="list-style-type: none"> <li>• Urban street style, haute couture, magazines, fashion and advertising photography, music and music video, film, art, social media etc.</li> <li>• Impact of styling and image in relation to market and consumer needs. Style an indicator of technological, cultural, social, political and financial parameters.</li> </ul>                | <b>15</b> |
| <b>Unit III</b> | <p><b>Styling and Image Projection</b></p> <ul style="list-style-type: none"> <li>• Examination of the imagery of human expression and its relationship to race, region, medium, social group and brand imagery.</li> </ul>  | <b>15</b> |
| <b>Unit IV</b>  | <p><b>Styling and Image Making: from concept to production.</b></p> <ul style="list-style-type: none"> <li>• Formulation of a visual concept, the importance of research, creating a mood board, searching for appropriate material and set props, identify and apply trends and production considerations.</li> <li>• Use of styling and image in creating content for specific audience, publication or client.</li> </ul> | <b>15</b> |

**References:**

- Adam Geczy, Vicki Karaminas, (2012), Fashion and Art. Bloomsbury Academic.
- Alison Bancroft. I. B. Tauris, (2012), Fashion and Psychoanalysis: Styling the Self (International Library of Cultural Studies),
- Ana Marta Gonzalez, Laura Bovone. (2012), Identities Through Fashion: A Multidisciplinary Approach. Bloomsbury Academic,
- Gillian Armour., (2012) This Business Called Image: An Owner’s Manual, Create Space Independent Publishing Platform
- Harold Koda, (2004), Extreme Beauty: The Body Transformed (Metropolitan Museum of Art Series), Metropolitan Museum of Art.
- Luca Marchetti, Emanuele Quinz. Actar, (2000), Dysfashional.
- MasterMind: Art Direction, Fashion Styling, and Visionary Photography. Workshop Ltd Viction. Victionary, 2011
- Robin Muir, (2010) Little Vogue Model: The Faces of Fashion. Robin Derrick, Brown Book Group



| Course Code | Title                               | Periods/week | Marks      | Credits  |
|-------------|-------------------------------------|--------------|------------|----------|
| PSHSIIB303  | <b>Intellectual Property Rights</b> | <b>4</b>     | <b>100</b> | <b>4</b> |

**Objectives of the course:**

- To understand various terms involved in Intellectual Property Rights
- To make students aware about the patents, copyright, trademarks, geographical indication, industrial designs, unfair competition enforcement of Intellectual, property rights and intellectual property.
- To make the students aware about the importance of the above topics in the fashion industry.
- To analyze various case studies in IPR and Fashion Industry
- Preparation of proposal for filing of IPR
- To Acquaint students with procedures and process of filling IPR

| Course Content  |   | Lectures  |
|-----------------|---|-----------|
| <b>Unit I</b>   | <ul style="list-style-type: none"> <li>• <b>Overview of Intellectual Property-</b> Introduction and the need for intellectual property right (IPR), IPR in India – Genesis and Development, IPR in abroad, Some important examples of IPR <b>Patents-</b>, Patent and kind of inventions protected by a patent, Patent document, Method of protection of inventions, Granting of patent, Rights of a patent, extensiveness of patent protection, Need of protection of invention by patents, Searching a patent, Drafting of a patent, Filing of a patent, the international patent system, , Utility models, Differences between a utility model and a patent, Trade secrets and know-how agreements.</li> </ul>   | <b>15</b> |
| <b>Unit II</b>  | <ul style="list-style-type: none"> <li>• <b>Copyright and Related Right-</b> Meaning and importance of copyright, subject matter of protection, different categories of protected works, limitations and exemptions to the scope of copy right, conditions of protection, duration of protection, meaning of related rights, distinction between related rights and copyright, Rights covered by copyright.</li> <li>• <b>Trademarks-</b> Meaning, importance and functions of trademark, Rights of trademark, kind of signs used as trademarks, types of trademark, registration process and duration of a trademark, extensiveness of a trademark protection, examples of some well-known marks, Domain name and it's relation to trademarks</li> </ul> | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"> <li>• <b>Geographical Indications-</b> Meaning and importance of geographical indication, procedure involved in geographical protection</li> <li>• <b>Industrial Designs-</b> Overview of industrial design; need of protection of industrial design, nature of protection, procedure involved and duration of industrial design</li> <li>• Software copyright, cyber law and patent management, Management</li> </ul>   | <b>15</b> |

|                |   |           |
|----------------|---|-----------|
|                | of IPR, Audit procedure<br><ul style="list-style-type: none"> <li>Fashion Law and Business: Brands and Retailers, Starting a Fashion Company</li> </ul>   |           |
| <b>Unit IV</b> | <ul style="list-style-type: none"> <li><b>Unfair Competition-</b> Understanding Unfair Competition, Relationship Between Unfair Competition and Intellectual Property Laws, Unfair Competition &amp; Misappropriation, Counterfeiting, Grey markets</li> <li><b>Enforcement Of Intellectual Property Rights-</b> Infringement Of Intellectual Property Rights, Enforcement Measures</li> <li><b>Intellectual Property-</b> Overview of Fashion Technology and Intellectual Property, Research and Intellectual Property Rights, Management, Licensing and Enforcing Intellectual Property, Commercializing Fashion Technology Invention,</li> <li>Case studies, Preparation and presentation of a proposal</li> </ul> | <b>15</b> |

**References:**

- Bagachi, J. (2000) World Trade Organisation: An Indian Perspective, Eastern Law House Publishing, Kolkata.
- Jain, R. (2007) Guide on Foreign Collaboration: Policies and Procedures, Vidhi Publication, New Delhi.
- [Karki, M.](#) (2009) Intellectual Property Rights, Atlantic Publishers, New Delhi.
- Nair, K. R. G. (1994) Intellectual Property Rights, Allied Publishers, Mumbai.
- Pal P. Intellectual Property Rights in India (2008) New Delhi: Regal Publication,
- Prasad, A. & Agarwala, A. (2009) Copyright Law Desk Book: Knowledge, Access & Development, Universal Law Publishing Co. Pvt., New Delhi.
- Schmithoff, C. (1990) Export Trade: The Law and Practice of International Trade (9<sup>th</sup> Ed), Sweet & Maxwell Publishers, UK.
- Unni, V.K. (2000) Trade Mark, Design and Cyber Property Rights (2<sup>nd</sup> Ed), Universal Publishing, New Delhi.
- [www.advocatekhoj.com/blogs](http://www.advocatekhoj.com/blogs)

| Course Code | Title   | Periods/week | Marks | Credits |
|-------------|---|--------------|-------|---------|
| PSHSIIB304  | Elective :<br>1C - Product and Brand Management | 4            | 100   | 4       |

**Objectives:**

- To provide concepts on new product development using relevant current market examples
- To give a fundamental understanding of brand positioning and how to build, measure, and manage brands.

| <b>Course Content</b> |   | <b>Periods</b> |
|-----------------------|---|----------------|
| <b>Unit I</b>         | <b>Introduction to Product</b> <ul style="list-style-type: none"> <li>Basic Concepts, Classification of Products, Managing Product Issues, Difference between Consumer Products and Industrial Products, Consumer Adoption Process.</li> </ul> <b>New Product Planning</b> <ul style="list-style-type: none"> <li>Development, Product Testing and Test Marketing, Pricing and Budgeting Issues in Product Management, Product Positioning</li> </ul> | <b>15</b>      |
| <b>Unit II</b>        | <b>Branding</b> <ul style="list-style-type: none"> <li>Brand Positioning, Brand Image and Brand Equity, Brand Loyalty and Brand Analysis, Value Addition from Branding, Brand-Customer Relationship</li> <li>Managing Brands</li> <li>Brand Selection, Brand Creation, Brand Interventions and Brand Extensions, Brand-Product Relationship, Brand Strategies.</li> </ul>   |                |
| <b>Unit III</b>       | <b>Branding in Different Sectors</b> <ul style="list-style-type: none"> <li>Branding and Positioning of Fashion Products and Services, Branding in Retail and Service Sector, Marketing Research in Product and Brand Management Areas.</li> </ul>  | <b>15</b>      |
| <b>Unit IV</b>        | <ul style="list-style-type: none"> <li>Managing Brands Over Time, Reinforcing Brands, Revitalizing Brands, Adjustments to the brand portfolio</li> <li>The Corporate Brand</li> <li>The Digital Brand</li> <li>The Global Brand &amp; Future Perspective on PBM</li> </ul>  | <b>15</b>      |

**References:**

- Chitale A .K, Product Policy and Brand Management, PHI Learning's.
- Gary L Lilien, Arvind Rangaswamy, New Product and Brand Management Prentice Halls.
- U. C. Mathur, Product and Brand Management, Excel Books.

| <b>Course Code</b> | <b>Title</b>                                       | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|--|---------------------|--------------|----------------|
| PSHSIIIB304        | <b>Elective :</b><br><b>2C - Product Packaging</b> | <b>4</b>            | <b>100</b>   | <b>4</b>       |

**Objectives:**

- To understand the importance of packaging in branding
- To identify various packaging techniques and their importance in marketing products

| <b>Course Content</b> |  | <b>Periods</b> |
|-----------------------|--|----------------|
| <b>Unit I</b>         | <ul style="list-style-type: none"><li>• Introduction to Product Packaging</li><li>• The process of Product Packaging- Terms and concepts</li><li>• Importance of product packaging in Textiles and Fashion</li><li>• Package design research. New Product Package Development. Marketing research.</li></ul> | <b>15</b>      |
| <b>Unit II</b>        | <ul style="list-style-type: none"><li>• Adapting typography, illustration, design and materials</li><li>• Importance of Quality Control in Product Packaging</li></ul>   | <b>15</b>      |
| <b>Unit III</b>       | <ul style="list-style-type: none"><li>• Planning marketing strategies and organize information prior to final construction</li><li>• Working to execute a concept.</li><li>• Defining concepts and objectives for the client</li></ul>   | <b>15</b>      |
| <b>Unit IV</b>        | <ul style="list-style-type: none"><li>• From design development to final: thumbnails and roughs, to presentation</li><li>• Designing for structural integrity, and display aesthetics.</li></ul>   | <b>15</b>      |

**References:**

- Baudrillard, J. (1998) The consumption society, myth and structures (theory, culture and society), London: Sage.
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- Chris Park (2007) A Dictionary of Environment and Conservation (1 ed.) Oxford University Press
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- Marianne R. Klimchuk, Sandra A. Krasovec, Packaging Design: Successful Product Branding from Concept to Shelf,
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- Yam, K.L. (2009) "Encyclopedia of Packaging Technology", John Wiley & Sons

| Course Code | Title                | Periods/week | Marks | Credits |
|-------------|----------------------|--------------|-------|---------|
| PSHSIIBP301 | Visual Merchandising | 3            | 50    | 2       |

**Objectives:**

- To study the role and art of visual merchandising techniques using various media and methods for visual presentation and promotion.
- To examine, apply and practice visual merchandising techniques for all the phases of visual merchandising.
- To understand the importance of brand identity in relation to visual merchandising
- To practice dressing, styling for mannequins, up-selling via window displays and creating and installing small window schemes

| Course Content |  | Periods |
|----------------|--|---------|
| Unit I         | <ul style="list-style-type: none"><li>• Mall and Store design</li><li>• Types of windows</li><li>• Store interiors</li><li>• Elements of visual presentation relating merchandise, materials, props and mannequins</li></ul>   | 15      |
| Unit II        | <ul style="list-style-type: none"><li>• Designing stores using CAD software</li><li>• Theme and mood based planning of window displays using elements and principles of design</li><li>• Building displays using different types of mannequins and props</li><li>• Installing using various colour schemes, fixtures, lighting, signage and graphics</li><li>• Maintenance of display components</li></ul> | 15      |

**References:**

- Bell. Judith & Ternus. Kate, Silent Selling: Best Practices & effective strategies in VM, Bloomsbury Academic, 2011
- Bhalla Swati & S Anuraag, Visual Merchandising, Tata McGraw-Hill Education, 2003
- Diamond, E. Fashion Retailing: A Multichannel Approach, Pearson Education, Inc.: New Jersey, 2008
- Jay Diamond & Ellen Diamond, Contemporary Visual Merchandising & environmental design, Prentice Hall, 2004 - Business & Economics
- Jean-noel kapferer, Visual merchandising & display “Brand management”
- Martin M. Pegler; Visual Merchandising and Display, Sixth Edition; Fairchild Publications, 2012.
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- Roundy N. & Maid. D, Strategies for Technical Communication, Little Brown and Company Boston, 1985
- Website: [www.visualstore.com](http://www.visualstore.com)
- Weishar, Joseph., The aesthetics of merchandise presentation, St Media Group, 2005

| Course Code  | Title                                       | Periods/week | Marks | Credits |
|--------------|---|--------------|-------|---------|
| PSHSIIIBP302 | Creative Fashion Presentation and Promotion | 3            | 50    | 2       |

**Objectives:**

- To impart training in the effective application of principles and appropriate use of techniques for fashion presentation.
- To provide opportunities to develop creativity and to work on professional brand imaging and its promotion

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | <ul style="list-style-type: none"><li>• Understanding basics of:<ul style="list-style-type: none"><li>○ Body shapes and proportions</li><li>○ Effective use of colors, lighting, props, background and Fashion photography</li></ul></li></ul>   | <b>15</b> |
| <b>Unit II</b> | <ul style="list-style-type: none"><li>• Conceiving and planning a fashion brand</li><li>• Making a catalogue of fashion products under the brand</li><li>• Devising its promotion through campaigns and other media</li><li>• Organizing an event Fashion styling (Fashion show)</li></ul> | <b>15</b> |

**References:**

- Anna Wintour Style.Com (Editor) (2007), Sarah Mower,Raul Martinez, Stylist: The Interpreters of Fashion Hardcover.
- Mary Gehlhar, Diane Von Furstenberg (2008), The Fashion Designer Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business Paperback–

| Course Code  | Title                       | Periods/week | Marks | Credits |
|--------------|-----------------------------|--------------|-------|---------|
| PSHSIIIBP303 | Draping for Costume Styling | 3            | 50    | 2       |

**Objectives:**

- To acquaint students with the techniques of draping for woven and knitted fabrics.
- To design and construct garments using the principles of draping.

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | <ul style="list-style-type: none"><li>• Exploring the different techniques of draping styles</li><li>• Studying costume styling using draping</li><li>• Designing complete costume ensemble using only draping techniques using wovens and knits of different weights and textures</li></ul> | <b>15</b> |
| <b>Unit II</b> | <ul style="list-style-type: none"><li>• Planning theme based garments using draping keeping a character in mind.</li><li>• Draping 3 Garments</li></ul>  | <b>15</b> |

**References**

- Armstrong, H .J. (2000). *Draping for apparel design*. New York: Fairchild publications.
- Cloake, D. (1976) *Fashion design on the stand*. Batsford publication.
- Crawford, Connice, A. (1989) *The art of fashion draping*. Fairchild's Publication.
- Goulbourn, M. (1971) *Introducing pattern cutting, grading and modeling*. Batsford publication
- Mee, J. and Prudy, M. (1987) *Modelling on the stand*. Oxford: BPS Professional Books.
- Silberg, L., and Shoben, M. (1992) *The art of dress modeling*. Oxford: Butterworth Heinmann publication.
- Stanley, H. (1983) *Modeling and flat cutting for fashion*. Hutchison Education publication.



| Course Code  | Title  | Periods/week | Marks | Credits |
|--------------|--|--------------|-------|---------|
| PSHSIIIBP304 | <b>Elective :</b><br>1C - Sustainable Luxury<br>Wear Design Collection | 3            | 50    | 2       |

**Objectives:**

- To get acquainted with various units in fashion industry that practice sustainability
- To get hand-on experience in designing a marketable sustainable luxury wear product.

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | <b>Designing a collection based on theme for any one</b> <ul style="list-style-type: none"><li>• Wedding gown</li><li>• Indian wedding outfit</li><li>• Red carpet.</li></ul> <b>Construct any one high fashion garment for women</b> <ul style="list-style-type: none"><li>• Wedding gown</li><li>• Indian wedding outfit</li><li>• Red carpet.</li></ul> Emphasis should be given to the pattern development, placements on the fabric, design features and finishing of the garment<br><b>Photo Shoot</b>   | <b>15</b> |
| <b>Unit II</b> | <b>Designing a collection based on theme for any one</b> <ul style="list-style-type: none"><li>• Wedding tuxedo</li><li>• Indian wedding outfit</li><li>• Red carpet.</li></ul> <b>Construct any one high fashion garment for men</b> <ul style="list-style-type: none"><li>• Wedding tuxedo</li><li>• Indian wedding outfit</li><li>• Red carpet.</li></ul> Emphasis should be given to the pattern development, placements on the fabric, design features and finishing of the garment<br><b>Photo Shoot</b> | <b>15</b> |

**Reference**

- Abbing, B. (2004), Fashion Sketchbook , Fairchild Publications, New York.
- Arendse, Margot, (2000), Couture Bridal wear: Pattern Layout and Design, Anova Books
- Donovan, B.,(2010) Advanced Fashion Drawing, Laurence King Publishers.
- Ellinwood, Janice. G.,(2011), Fashion by Design, Fairchild Books, New York.
- Emanuel, David; Emanuel Elizabeth, (2006) A Dress for Diana, Pavilion Publication, United Kingdom.
- Gibson, Clare, (2001), The Wedding Dress, Courage Books, United Kingdom.
- Khalje, Susan, (1997), Bridal couture: fine sewing techniques for wedding gowns and evening wear, Krause Publications.
- Kumar, Ritu,(2006) Costumes and textiles of royal India, Antique Collectors' Club, India
- Mckelvy, K.,( 2012) Fashion Source book , Fairchild Books,New york.
- Seaman, J.,( 1995), Professional Fashion Illustration, B. T. Batsford.
- Shaeffer, Claire B.,( 2001) Couture Sewing Techniques, Taunton Press.
- Tahmasebi, S.,( 2011) Figure Poses for Fashion Illustrator, Fairchild Books.New York.
- Wesen, M.,( 2011) Fashion Drawing, Pearson Prentice Hall,

| Course Code  | Title  | Periods/week | Marks     | Credits  |
|--------------|--|--------------|-----------|----------|
| PSHSIIIBP304 | <b>Elective :</b><br>2C - Jewellery Design and Development | <b>3</b>     | <b>50</b> | <b>2</b> |

**Objectives:**

- To enable learners to have an insight into jewellery and brand management.
- To impart skills in theme-based and market oriented designing of jewellery.

| Course Content |   | Periods   |
|----------------|---|-----------|
| <b>Unit I</b>  | <b>Introduction</b> <ul style="list-style-type: none"> <li>• Overview of history of Jewelry</li> <li>• Fundamentals of Jewelry Design and Basics Gemology</li> <li>• Drawing and Rendering (Metal Forms and Gemstones)</li> <li>• Indian and International Jewelry Markets</li> </ul> | <b>15</b> |
| <b>Unit II</b> | <b>Designing and Product Development</b> <ul style="list-style-type: none"> <li>• Theme Based Designing</li> <li>• Cost Based Designing</li> <li>• Historical Designing</li> </ul>  | <b>15</b> |

|  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"><li>• Market Oriented Designing</li><li>• Jewelry Designing for different categories</li><li>• Application of any two designs into products</li></ul> |  |
|--|---|--|

**References:**

- Andrews Carol and Tait Hugh ,7000 years of Jewelry, British Museum Press
- Krishnan R. Bala, Jewels of the Nizams, India Book House, 1stEdition
- Mcgrath Jinks,(2007) The complete Jewelry making course: Principles, Practice and Techniques: A beginners Course for aspiring Jewelry makers, Barron's Educational Series,
- Olver Elizabeth, (2002) The art of Jewelry design: from idea to reality (Jewelry crafts), North Light Books,India
- Young Anastasia, The workbench Guide to Jewelry techniques, Thames And Hudson Ltd

**SEMESTER IV**

| <b>Course code</b> | <b>Title</b> | <b>Theory/<br/>Practical</b> | <b>Internal<br/>Marks</b> | <b>Semester<br/>end Exam</b> | <b>Total<br/>Marks</b> | <b>Periods</b> | <b>Credits</b> |
|--------------------|--------------|------------------------------|---------------------------|------------------------------|------------------------|----------------|----------------|
| PSHSIIIIBP401      | Internship   | Practical                    | -                         | 400                          | 400                    | 16             | 16             |
| PSHSIIIIBP402      | Dissertation | Practical                    | -                         | 200                          | 200                    | 8              | 8              |
|                    | Total        |                              |                           | 600                          | 600                    | 24             | 24             |

The candidate is required to submit the certificate of completing One Year Diploma course in “CAD-CAM and Computer Aided Technologies in Textiles and Apparel Sector – Advanced” by the end of semester IV.

| <b>Course Code</b> | <b>Title</b>          | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|-----------------------|---------------------|--------------|----------------|
| PSHSIIBP401        | Internship (6 months) | <b>16</b>           | <b>400</b>   | <b>16</b>      |

**Objectives**

- To gain practical textile / apparel industrial experience while learning in given/chosen field/sector.
- To develop skills of detailed report writing and presentations.
- To be able to pitch on an avenue of interest to seek subsequent employment.

**COURSE GUIDELINES****Planning and Executing Internship**

- Introductory outline shall be prepared and submitted on the commencement of the semester highlighting the field /sector of interest
- Due permissions will be sought and deputation protocols will be followed including contacting HR sections of industries/organizations
- Fortnightly reports on the work in progress should be produced both in soft copy and hard copy.
- Final documentation along with the respective company's certification shall be obtained to prove the authenticity of student's involvement and performance.
- Work and performance of interns will be supervised and assessed by faculty members who will award the internal marks
- Making and presenting Portfolios, Fashion shows, Exhibitions, Craft documentations, etc will be integral to the course

**Report Writing and Presentation**

- Two copies of final documentation of internship report along with the respective company's certification shall be obtained to prove the authenticity of student's performance.
- Interns will present the report for assessment by jury
- Work and performance of interns will be assessed by the internal faculty members who will award the marks along with the supervising faculty

| Course Code  | Title        | Periods/week | Marks | Credits |
|--------------|--------------|--------------|-------|---------|
| PSHSIIIBP402 | Dissertation | 8            | 200   | 8       |

**Objectives:**

- To conduct independent research in chosen area of specialization under mentorship.
- To foster collaborative work with relevant industries, institutes, craft centers, etc.
- To develop general research skills as well as research skills specific to their specialization.
- To adopt best practices in research to facilitate completion of data collection/data entry/data analysis, and writing of report.
- To support students to complete and submit the report for the viva voce examination, integrate feedback, submit the final copy of the report, and write a research paper using the findings of their research.

**COURSE GUIDELINES****Beginning Steps of the Research Process:**

Contacting and communicating with experts

Reading relevant literature

Identifying possible focus areas with regard to one topic; specifying one such focus area using relevant reading and communication with experts writing research objectives/ questions/ hypotheses;

Proposing Methods Specifying variables and defining variables selecting an appropriate research design; making decisions related to sampling; selecting and/or constructing tools, pilot-testing tools

**Beginning Data Collection:**

Obtaining consent from participants and relevant agencies/authorities, Starting data collection and entry

**Completing Data Collection:**

Completing Data Entry and Preliminary Analyses

**Analysing Data and Reporting Results:**

Analysing data; interpreting findings; reporting results in figures/tables and text using scientific protocol; writing the third chapter of the report, namely, the Results, by research objectives/ questions/hypotheses; orally presenting the results and integrating feedback.

Discussing Findings Corroborating own findings with those in previous research and theory; explaining findings using relevant literature and communication with experts; discussing implications of findings for practice/ industry/family/society; suggesting recommendations for future research; writing the fourth chapter of the report, namely, the Discussion, using appropriate scientific protocol

**Summarizing Findings and Completing the Project Report Writing**

Writing project report, namely, the Summary; writing the abstract; revising previous chapters as necessary; completing all other relevant work for the report (e.g., reference list, appendices, table of contents, and list of figures/tables); submitting the report for the viva voce examination. Submission and Oral Defence; Writing of the Research Paper Orally defending the report; integrating feedback into the final document; submitting the completed report (hard copy and soft copy). Using the report to write a research paper; submitting the research paper (hard copy and soft copy)

**Examination Scheme for MSc Home Science Branch III B: Fashion Styling and Product Design****Part A: Theory Papers**

All theory papers of 100 marks are to be evaluated in two parts.

**INTERNALS: 40 marks.** This comprises 30 marks for a project, 5 marks for class participation, and 5 marks for the extent to which the student was a responsible learner. See Table below:

|   |          |
|---|----------|
| <ul style="list-style-type: none"><li>One seminar presentation based on the curriculum in the college, assessed by the teacher of the institution teaching PG learners / Publication of a research paper/ Presentation of a research paper in seminar or conference.</li></ul> <p>A. Selection of the topic, introduction, write up, references- 15 marks.</p> <p>B. Presentation with the use of ICT- 15 marks.</p> <ul style="list-style-type: none"><li>Other exercises of equal weightage can also constitute the project: For example, conducting interviews or assessments based on the topics in the curriculum; or reflective writing exercises on topics relevant to the curriculum; or product designing.</li></ul> | 30 Marks |
| <ul style="list-style-type: none"><li>Active participation in routine class instructional deliveries</li></ul>  | 05 Marks |
| <ul style="list-style-type: none"><li>Overall conduct as a responsible learner, communication and leadership qualities in organizing related academic activities</li></ul>  | 05 Marks |

**SEMESTER-END EXAMINATION: 60 marks.** The semester-end question paper is for 2 ½ hours. The semester-end examination question paper has to be set with limited choice within each set of questions.

For all four unit syllabi, the question paper must have five sets of questions of 12 marks each; each of the five questions is compulsory, with options within each question:

- Question 1, carrying 12 marks, has a set of sub-questions from Unit I.
- Question 2, carrying 12 marks, has a set of sub-questions from Unit II.



- Question 3, carrying 12 marks, has a set of sub-questions from Unit III.
- Question 4, carrying 12 marks, has a set of sub-questions from Unit IV.
- Question 5, carrying 12 marks, has a set of sub-questions from Units I, II, III, and IV.
- Possible sub-questions for Questions 1, 2, 3, 4 and 5 include the following formats:  
Answer any 2 sub-questions out of 3, or any 3 out of 5, or any 4 out of 6. (Format may be modified for a lengthier statistics sum.)

|                      | <b>Total Marks/<br/>Duration</b> | <b>Internal<br/>Assessment</b> | <b>Semester<br/>End Exams</b> | <b>Pattern</b>   |
|----------------------|----------------------------------|--------------------------------|-------------------------------|--|
| <b>Theory Papers</b> | 100 marks/<br><br>2 and ½ hours  | 40                             | 60                            | Q 1.(12 marks)- Unit 1<br><br>Q 2.(12 marks)- Unit 2<br><br>Q 3.(12 marks)- Unit 3<br><br>Q 4.(12 marks)- Unit 4<br><br>Q 5.(12 marks)- Units 1, 2, 3,<br>4, & 5 |

For all three unit syllabi, the question paper must have four sets of questions of 15 marks each; each of the four questions is compulsory, with options within each question:

- Question 1, carrying 15 marks, has a set of sub-questions from Unit I.
- Question 2, carrying 15 marks, has a set of sub-questions from Unit II.
- Question 3, carrying 15 marks, has a set of sub-questions from Unit III.
- Question 4, carrying 15 marks, has a set of sub-questions from Units I, II, & III.
- Possible sub-questions include the following formats: Answer any 2 sub-questions out of 3, or any 3 out of 5, or any 5 out of 8. (Format may be modified for a lengthier statistics sum.)

|                      | <b>Total Marks/<br/>Duration</b> | <b>Internal<br/>Assessment</b> | <b>Semester End<br/>Exams</b> | <b>Pattern</b>  |
|----------------------|----------------------------------|--------------------------------|-------------------------------|---|
| <b>Theory Papers</b> | 100 marks/<br><br>2 ½ hours      | 40                             | 60                            | Q 1.(15 marks)- Unit 1<br><br>Q 2.(15 marks)- Unit 2<br><br>Q 3.(15 marks)- Unit 3<br><br>Q 4.(15 marks)- Units 1, 2<br>and 3 |

**AC- 30/07/2017**

**Item No. – 4.7**

**Part B: Practical Papers**

Each Practical Paper of 50 marks will be evaluated in a semester-end examination of 50 marks. There are no internal marks for these practical papers. The semester-end examination is of 3 1/2 hours.

|                        | <b>Total Marks/<br/>Duration</b> | <b>Internal<br/>Assessment</b> | <b>Semester-End<br/>Exams</b> | <b>Pattern</b> |
|------------------------|----------------------------------|--------------------------------|-------------------------------|----------------|
| <b>Practical Paper</b> | 50 marks/<br><br>3 ½ hours       | -                              | 50                            | -              |

Dissertation carries 200 marks in Semester IV. Of these 200 marks, 100 marks are to be scored by the guide (50 marks for process & 50 marks for the product), and 100 marks by the referee(s) on the day of the viva-voce examination (50 marks for the written product & 50 marks for the viva).

Internship carries 400 marks in Semester IV. Of these 400 marks, 200 marks are to be evaluated by the college (100 marks for presentation & 100 marks for written reports), and 200 marks to be evaluated by the organization (100 marks for the overall performance, 50 marks for the attendance & 50 marks for the report).

# **UNIVERSITY OF MUMBAI**



## **Syllabus**

**SEMESTER I, II, III, IV**

**Program: M.Sc.**

**Course: Home Science**

**Branch III C: Fashion Retail Management  
and Media Communication**

***(Self-Financing Course)***

***(Credit Based Semester and Grading System***

***with effect from the***

***Academic Year 2018–2019)***

**AC- 30/07/2017**

**Item No. – 4.8**

**UNIVERSITY OF MUMBAI**



**Syllabus for Approval**

| <b>Sr. No.</b> | <b>Heading</b>            | <b>Particulars</b>  |
|----------------|---------------------------|---|
| 1              | Title of the Course       | <b>M. Sc. (Home Science)</b><br><br><b>Branch III C: Fashion Retail Management and Media Communication</b><br><b>Semester I, II, III and IV</b>   |
| 2              | Eligibility for Admission | <p>For admission in Master of Science (Home Science) Degree course in Branch IIIC: Fashion Retail Management and Media Communication, a candidate must have passed either:</p> <ul style="list-style-type: none"><li>• Bachelor of Science in any specialization</li><li>• Bachelor of Science with Home Science (Any branch)</li><li>• Bachelor of Science with Textiles and Clothing</li><li>• Bachelor of Design, Bachelor in Jewelry Design, Bachelor in Accessory Design or Bachelors in any other design courses or allied courses</li><li>• Bachelor of Commerce</li><li>• Bachelor of Art</li><li>• Bachelor degree in any stream.</li></ul> <p>Note: Male and Female Candidates can apply for the course.</p> <p><b>Pre-requisites:-</b></p> <ul style="list-style-type: none"><li>• Language of Instruction in Bachelor Degree- English</li><li>• Basic Knowledge of computers.</li><li>• Basic knowledge of Textiles and Fashion</li></ul> <p><b>No of seats: - 20 students per year</b></p> |
| 3              | Passing Marks             | <b>40% (Theory) and (Practical)</b>   |

**AC- 30/07/2017**

**Item No. – 4.8**

|   |  |   |
|---|--|---|
| 4 | Ordinances /<br>Regulations<br>( if any)   | <b>Eligibility- O.5088 dated 31<sup>st</sup> August, 2015</b><br><b>Attendance- O. 6086 with effect from 2014-15</b><br><b>and thereafter</b> |
| 5 | No. of Years /<br>Semesters                | <b>2 years/ 4 Semesters</b>   |
| 6 | Level                                      | <b>P.G. / U.G./<del>Diploma</del> / <del>Certificate</del></b><br><b>( Strike out which is not applicable)</b>                                |
| 7 | Pattern                                    | <b><del>Yearly</del> / Semester</b><br><b>( Strike out which is not applicable)</b>   |
| 8 | Status                                     | <b>New/ <del>Revised</del></b><br><b>( Strike out which is not applicable)</b>  |
| 9 | To be<br>implemented from<br>Academic Year | <b>From Academic Year <u>2018-19</u></b>  |

Date: 11/07/2017

Signature :

Name of BOS Chairperson / Dean: Dr. Geeta Ibrahim

**UNIVERSITY OF MUMBAI****Essentials Elements of the Syllabus**

|          |   |   |
|----------|---|---|
| <b>1</b> | <b>Title of the Course</b>  | <b>M. Sc. Home Science<br/>Branch III C: Fashion Retail Management and<br/>Media Communication<br/>Semester I, II, III and IV</b> |
| <b>2</b> | <b>Course Code</b>  | <b>PSHSIIC</b>  |
| <b>3</b> | <b>Preamble / Scope</b><br><br><p>The M.Sc. (Home Science) Program Branch III C: <b>Fashion Retail Management and Media Communication</b>, consisting of four semesters under the Credit Based Semester and Grading System, is being recommended by the Ad-hoc Board of Studies in Home Science as an innovative course. The course offered herewith, prepares and equips learners with advanced knowledge and skills required to effectively manage the fashion product design and development.</p> <p>The specific objectives for each course within the programme have been listed in the detailed syllabus. It is planned with a foresight into the increasing demand for practical oriented specialized education in the field of fashion retail management and media communication. It will provide gainful employment opportunities in the ever expanding technology driven fashion retail and communication field. The programme is a well-balanced assortment of fashion retail and media management. It comprises of four theory and four practical courses in each semester earning a total of 24 credits each semester.</p> |   |
| <b>4</b> | <b>Objective of Course / Course Outcome</b> <ul style="list-style-type: none"> <li>• <b>To learn important concepts involved in global marketing and merchandising</b></li> <li>• <b>To be able to study trends for successful retail management</b></li> <li>• <b>To understand the process of retail and logistics management</b></li> <li>• <b>To learn the importance of communication in the fashion business</b></li> <li>• <b>To appreciate the importance of digital media and be competent in it.</b></li> <li>• <b>To develop entrepreneurial abilities</b></li> <li>• <b>To learn to develop and manage brands</b></li> <li>• <b>To be able to develop a scientific temper for research and independently conduct research work</b></li> </ul>   |   |

|          |  |
|----------|--|
|          | <ul style="list-style-type: none"><li>• <b>To appreciate the importance of sustainability in the retail process and in media management</b></li><li>• <b>To understand and adapt to the method of working in the Fashion Retail and Media Industry</b></li></ul>   |
| <b>5</b> | <p>Eligibility</p> <p>For admission in Master of Science (Home Science) Degree course in Branch IIIC: Fashion Retail Management and Media Communication, a candidate must have passed either:</p> <ul style="list-style-type: none"><li>• Bachelor of Science in any specialization</li><li>• Bachelor of Science with Home Science (Any branch)</li><li>• Bachelor of Science with Textiles and Clothing</li><li>• Bachelor of Design, Bachelor in Jewelry Design, Bachelor in Accessory Design or Bachelors in any other design courses or allied courses</li><li>• Bachelor of Commerce</li><li>• Bachelor of Art</li><li>• Bachelor degree in any stream.</li></ul> <p>Note: Male and Female Candidates can apply for the course.</p> <p>No of seats: - 20 students per year</p> |



|    |   |                      |              |
|----|---|----------------------|--------------|
| 6  | Fee Structure   |                      |              |
|    | Fees per year-INR. 45370.00                                       |                      |              |
|    | M.Sc. (Home Science)  |                      |              |
|    | Branch IIIC: Fashion Retail Management and<br>Media Communication |                      |              |
|    | Semester I, II, III and IV  |                      |              |
|    | Post Graduate Course in   |                      |              |
|    | Textiles and Fashion Technology                                   |                      |              |
|    | SEMESTER I and II   |                      |              |
|    | PROPOSED FEE STRUCTURE 2017-18                                    |                      |              |
|    | No.   | *Particulars of fees | Amount (Rs.) |
|    | 1   | Tuition fee          | 25000.00     |
|    | 2   | Laboratory fee       | 4500.00      |
|    | 3   | Lab Deposit          | 500.00       |
|    | 4   | Library Fee          | 2000.00      |
|    | 5   | Library Deposit      | 500.00       |
|    | 6   | Gymkhana             | 500.00       |
|    | 7   | Identity Card        | 75.00        |
|    | 8   | Examination fees     | 3120.00      |
|    | 9   | Magazine             | 100.00       |
|    | 10  | Computer Fees        | 500.00       |
| 11 | College Caution Money   | 500.00               |              |
| 12 | University Charges  | 1025.00              |              |
| 13 | University Share Tuition Fees                                     | 800.00               |              |
| 14 | Document Verification   | 500.00               |              |
| 15 | Utility   | 250.00               |              |
| 16 | Field trips   | 500.00               |              |
| 17 | Computer Maintenance/ Wi-Fi Facility                              | 2500.00              |              |
| 18 | Extension and Field Work  | 1000.00              |              |
| 19 | Student Activity  | 1500.00              |              |
|    | TOTAL   | 45370.00             |              |
| 7  | No. of Lectures   | 16 periods per week  |              |
| 8  | No. of Practical  | 12 periods per week  |              |
| 9  | Duration of the Course  | 1 year               |              |

|           |   |                     |
|-----------|---|---------------------|
| <b>10</b> | <b>Notional hours</b>   | 16 periods per week |
| <b>11</b> | <p><b>No. of Students per Batch:</b> 20</p> <p><b>Selection-</b> Merit at qualifying T.Y.B.Sc. examination (Semester V and VI)</p> <p><b>Assessment</b>– included in the syllabus copy as Scheme of Examination</p> <p><b>Syllabus Details</b> – included in the syllabus copy</p> <p><b>Title of the Unit</b>– included in the syllabus copy</p> <p><b>Title of the Sub-Unit</b> – included in the syllabus copy</p> <p><b>Semester wise Theory</b> – included in the syllabus grid</p> <p><b>Semester wise List of Practical</b> – included in the syllabus grid</p> <p><b>Question Paper Pattern</b> – included in the syllabus copy as Scheme of Examination</p> <p><b>Pattern of Practical Exam</b>– included in the syllabus copy as Scheme of Examination</p> <p><b>Scheme of Evaluation of Project / Internship-</b> – included in the syllabus copy</p> <p><b>List of Suggested Reading</b>– included in the syllabus copy</p> <p><b>List of Websites</b> – included in the syllabus copy wherever applicable</p> <p><b>List of You-Tube Videos</b> –Not Applicable</p> <p><b>List of MOOCs</b>–Not Applicable</p> |                     |

**Fee Structure****Fees per year- INR. 43845.00****M.Sc. Home Science****Branch IIIC: C: Fashion Retail Management and  
Media Communication****SEMESTER III and IV****PROPOSED FEE STRUCTURE 2017-18**

| <b>No.</b> | <b>*Particulars of fees</b>         | <b>Amount (Rs.)</b> |
|------------|-------------------------------------|---------------------|
| 1          | Magazine                            | 100.00              |
| 2          | Examination Fees                    | 3120.00             |
| 3          | Identity Card                       | 75.00               |
| 4          | Gymkhana                            | 500.00              |
| 5          | Library Fees                        | 2500.00             |
| 6          | Laboratory Fees                     | 5000.00             |
| 7          | Tuition Fees                        | 25000.00            |
| 8          | Computer Fees                       | 500.00              |
| 9          | Convocation Charges                 | 250.00              |
| 10         | University Shared Tuition Fees      | 800.00              |
| 11         | Project Evaluation                  | 1000.00             |
| 12         | Computer Maintenance/Wi-Fi Facility | 2500.00             |
| 13         | Extension and Field Work            | 1000.00             |
| 14         | Student Activity                    | 1500.00             |
|            | <b>TOTAL</b>                        | <b>43845.00</b>     |

|                               |                     |
|-------------------------------|---------------------|
| <b>No. of Lectures</b>        | 16 periods per week |
| <b>No. of Practical</b>       | 12 periods per week |
| <b>Duration of the Course</b> | 1 year              |
| <b>Notional hours</b>         | 16 periods per week |

**No. of Students per Batch: 20****Assessment**– included in the syllabus copy as Scheme of Examination**Syllabus Details** – included in the syllabus copy**Title of the Unit**– included in the syllabus copy

**Title of the Sub-Unit** – included in the syllabus copy

**Semester wise Theory** – included in the syllabus grid

**Semester wise List of Practical** – included in the syllabus grid

**Question Paper Pattern** – included in the syllabus copy as Scheme of Examination

**Pattern of Practical Exam**– included in the syllabus copy as Scheme of Examination

**Scheme of Evaluation of Project / Internship-** – included in the syllabus copy

**List of Suggested Reading**– included in the syllabus copy

**List of Websites** – included in the syllabus copy wherever applicable

**List of You-Tube Videos** –Not Applicable

**List of MOOCs**–Not Applicable

# **UNIVERSITY OF MUMBAI**



## **Syllabus**

**SEMESTER I, II, III, IV**

**Program: M.Sc.**

**Course: Home Science**

**Branch III C: Fashion Retail Management  
and Media Communication**

***(Self-Financing Course)***

***(Credit Based Semester and Grading System***

***with effect from the***

***Academic Year 2017–2018)***

**Preamble**

The M.Sc. (Home Science) Program Branch III C, consisting of four semesters under the Credit Based Semester and Grading System, is being recommended by the Ad-hoc Board of Studies in Home Science as an innovative course. The course offered herewith, prepares and equips learners with advanced knowledge and skills required to effectively manage the fashion retail business and media communication. The specific objectives for each course within the programme have been listed in the detailed syllabus. It is planned with a foresight to the increasing demand for practical oriented specialized education in the field of fashion retail management and media communication and to provide gainful employment opportunities in the ever expanding fashion retail business. The programme is a well-balanced assortment of business management, media communication and fashion retailing. It comprises of four theory and four practical courses in each semester earning a total of 24 credits each semester.

**Duration of Course:**

- Total two years (Three Semesters of Classroom Instruction; Work in Laboratories, Workshops, Studios and on field with experts and professionals; and One Semester of Industry Experience. The mode of teaching and space for teaching-learning will be predetermined by the course instructor for the respective courses)

**Mode of Teaching-Learning and Instruction:**

- Lectures, seminars, demonstrations, group workshops, guest speakers, case study presentations, self-directed study, screening sessions, practical workshops, placements, internships, peer assessment and group critiques, group presentations, learning teams (predetermined by the course instructor for the respective courses)

**Eligibility:**

- B.Sc. with Home Science (any Branch/General)
- B.Sc. with Textiles and Clothing/Bachelor of Design/Bachelor in Jewelry Design/Bachelor in Accessory Design or Bachelors in any other design or allied courses
- Bachelor of Commerce, Arts, Science or Graduate from any field
- Male and Female Candidates can apply for the course

**Pre-requisites**

- Language of Instruction in Bachelor Degree- English
- Basic knowledge of computers
- Basic knowledge of Textiles and Fashion

**No. of seats: 20****Fees: SEM I AND II- INR 45370/-  
SEM III AND IV- INR 43845/-**

**SEMESTER I**

| <b>Course code</b> | <b>Title</b>                          | <b>Theory/<br/>Practical</b> | <b>Internal<br/>Marks</b> | <b>Semester<br/>end<br/>Exam</b> | <b>Periods</b> | <b>Credits</b> |
|--------------------|---------------------------------------|------------------------------|---------------------------|----------------------------------|----------------|----------------|
| PSHSIIC101         | Research Methods and Statistics       | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                        | 4              | 4              |
| PSHSIIC102         | Trend Forecasting                     | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                        | 4              | 4              |
| PSHSIIC103         | Global Marketing and Merchandising    | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                        | 4              | 4              |
| PSHSIIC104         | Retail Buying and Category Management | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                        | 4              | 4              |
| PSHSIICP101        | E-Commerce and Communication Skills   | <b>Practical</b>             | -                         | <b>50</b>                        | 3              | 2              |
| PSHSIICP102        | Fabric Studies and Sourcing           | <b>Practical</b>             | -                         | <b>50</b>                        | 3              | 2              |
| PSHSIICP103        | Sustainability in Retail              | <b>Practical</b>             | -                         | <b>50</b>                        | 3              | 2              |
| PSHSIICP104        | Fashion Communication                 | <b>Practical</b>             | -                         | <b>50</b>                        | 3              | 2              |
| <b>Total</b>       |                                       |                              | <b>160</b>                | <b>440</b>                       | <b>28</b>      | <b>24</b>      |

**SEMESTER II**

| <b>Course code</b> | <b>Title</b>                          | <b>Theory/<br/>Practical</b> | <b>Internal<br/>marks</b> | <b>Semester<br/>end exam</b> | <b>Periods</b> | <b>Credits</b> |
|--------------------|---------------------------------------|------------------------------|---------------------------|------------------------------|----------------|----------------|
| PSHSIIC201         | Art Appreciation                      | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIC202         | Organization and Consumer Behavior    | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIC203         | Supply Chain and Logistic Management  | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIC204         | Sales Management and Personal Selling | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIICP201        | Market Study and Analysis             | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIICP202        | Creative, Photography and Videography | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIICP203        | Category Management                   | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIICP204        | Digital Content Management            | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| <b>Total</b>       |                                       |                              | <b>160</b>                | <b>440</b>                   | <b>28</b>      | <b>24</b>      |

**SEMESTER III**

| <b>Course code</b> | <b>Title</b>                                      | <b>Theory/<br/>Practical</b> | <b>Internal<br/>marks</b> | <b>Semester<br/>end exam</b> | <b>Periods</b> | <b>Credits</b> |
|--------------------|---|------------------------------|---------------------------|------------------------------|----------------|----------------|
| PSHSIIIC301        | Entrepreneurship<br>Management                    | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIIC302        | Product and Brand<br>Management                   | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIIC303        | Intellectual Property<br>Rights                   | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIIC304        | Media Management                                  | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIICP301       | Visual Merchandising                              | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIIICP302       | Creative Fashion<br>Presentation and<br>Promotion | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIIIBP303       | Luxury Brand<br>Management and<br>Production      | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIIICP304       | Publication Design<br>and Advertising             | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| <b>Total</b>       |   |                              | <b>160</b>                | <b>440</b>                   | <b>28</b>      | <b>24</b>      |

**SEMESTER IV**

| <b>Course code</b> | <b>Title</b> | <b>Theory/<br/>Practical</b> | <b>Internal<br/>Marks</b> | <b>Semester<br/>end Exam</b> | <b>Total<br/>Marks</b> | <b>Periods</b> | <b>Credits</b> |
|--------------------|--------------|------------------------------|---------------------------|------------------------------|------------------------|----------------|----------------|
|--------------------|--------------|------------------------------|---------------------------|------------------------------|------------------------|----------------|----------------|



**AC- 30/07/2017**

**Item No. – 4.8**

|              |              |                  |   |            |            |           |           |
|--------------|--------------|------------------|---|------------|------------|-----------|-----------|
| PSHSIIIBP401 | Internship   | <b>Practical</b> | - | <b>400</b> | <b>400</b> | <b>16</b> | <b>16</b> |
| PSHSIIIBP402 | Dissertation | <b>Practical</b> | - | <b>200</b> | <b>200</b> | <b>8</b>  | <b>8</b>  |
|              | <b>Total</b> |                  |   | <b>600</b> | <b>600</b> | <b>24</b> | <b>24</b> |

**SEMESTER I**

| <b>Course code</b> | <b>Title</b>                          | <b>Theory/<br/>Practical</b> | <b>Internal<br/>Marks</b> | <b>Semester<br/>end<br/>Exam</b> | <b>Periods</b> | <b>Credits</b> |
|--------------------|---------------------------------------|------------------------------|---------------------------|----------------------------------|----------------|----------------|
| PSHSIIIC101        | Research Methods and Statistics       | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                        | 4              | 4              |
| PSHSIIIC102        | Trend Forecasting                     | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                        | 4              | 4              |
| PSHSIIIC103        | Global Marketing and Merchandising    | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                        | 4              | 4              |
| PSHSIIIC104        | Retail Buying and Category Management | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                        | 4              | 4              |
| PSHSIIICP101       | E-Commerce and Communication Skills   | <b>Practical</b>             | -                         | <b>50</b>                        | 3              | 2              |
| PSHSIIICP102       | Fabric Studies and Sourcing           | <b>Practical</b>             | -                         | <b>50</b>                        | 3              | 2              |
| PSHSIIICP103       | Sustainability in Retail              | <b>Practical</b>             | -                         | <b>50</b>                        | 3              | 2              |
| PSHSIIICP104       | Fashion Communication                 | <b>Practical</b>             | -                         | <b>50</b>                        | 3              | 2              |
| <b>Total</b>       |                                       |                              | <b>160</b>                | <b>440</b>                       | <b>28</b>      | <b>24</b>      |

| Course Code | Title                           | Periods/week | Marks | Credits |
|-------------|---------------------------------|--------------|-------|---------|
| PSHSIHC101  | Research Methods and Statistics | 4            | 100   | 4       |

**Objectives:**

- To develop the understanding of various types of research and methods to carry out specific type of research
- To develop the ability to identify research problems pertaining to their field
- To enable students to adapt research methodology according to the need of the study
- To inculcate understanding of methods of data collection and its interpretation
- To enable students to write research proposal and report
- To learn basic principles and concepts in statistics
- To enable them to select an appropriate test for testing hypotheses

| Course Content  |  | Periods   |
|-----------------|--|-----------|
| <b>Unit I</b>   | <b>Fundamentals of Research</b> <ul style="list-style-type: none"> <li>• Meaning and objectives of research, concepts of research, research theories, variables, research process, hypothesis, testing</li> <li>• Definition and identification of research problems, selection of area of research, formulation of hypothesis and objectives, types of variables</li> <li>• Types of Research- Historical, survey, ex post facto, field study, intervention study, experimental, case study, social research, longitudinal and cross sectional studies</li> <li>• Qualitative and quantitative research</li> </ul>  | <b>15</b> |
| <b>Unit II</b>  | <b>Research design</b> <ul style="list-style-type: none"> <li>• Basic principles of research design, exploratory research design, descriptive research designs, experimental design</li> <li>• Sampling, population and sample, probability sampling- simple random sample, systematic sample, stratified random sample &amp; multi-stage sampling, Non-probability sampling- non probability sample- judgment, convenience, quota &amp; snowballing methods, Practical considerations in sampling and sample size</li> <li>• Types of data- Primary and secondary data, tools and techniques of data collection, informal and focused group discussion, interview, questionnaire, observation, social mapping, projective techniques</li> <li>• Measurement- Concept of measurement, validity and reliability, levels of measurement - nominal, ordinal, interval, ratio</li> </ul> | <b>15</b> |
| <b>Unit III</b> | <b>Data analysis and report writing</b> <ul style="list-style-type: none"> <li>• Data Analysis: Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – cross tabulations and chi-square test including testing hypothesis of association.</li> <li>• Interpretation of data and report writing - layout of a research paper, writing of a research proposal</li> </ul>  | <b>15</b> |

|                |  |           |
|----------------|--|-----------|
| <b>Unit IV</b> | <b>Statistics</b> <ul style="list-style-type: none"> <li>• Introduction to statistics, basic principles and concepts in statistics, descriptive statistics and its applications, applications of descriptive statistics, characteristics of distributions: skewness, kurtosis, percentage, percentile ranking and frequencies</li> <li>• Testing hypotheses: Levels of significance and estimation, errors in hypothesis testing: Type I, Type II</li> <li>• Parametric tests of difference: T test, ANOVA and post hoc analysis of significance, parametric tests of association, non-parametric tests of difference, non-parametric tests of association, Chi-square test</li> <li>• Guidelines for selecting an appropriate test</li> </ul> | <b>15</b> |
|----------------|--|-----------|

**References:**

- Bhattacharyya, G.K. & Johnson, R. A. (1977). Statistical concepts and methods, John Wiley: NY.
- Bryman A & Bell E. Business Research Methods – Oxford University Press.
- Cooper, D. & Schindler, P. (2009) Business Research (9<sup>th</sup> Ed). TMGH: McGraw Hill Publishing Co.: UK
- Dwivedi, R. S. (1997). Research methods in behavioral sciences. Macmillan, Delhi: India.
- Gravetter, F. J. & Waillnau, L. B. (2000). Statistics for the behavioral sciences. Wadsworth/Thomson Learning: Belmont, CA.
- Gupta, S. L & Gupta, H. (2012) Business Research Methods. McGraw Hill Education Private Limited: India
- Kerlinger, F. N. & Lee, H. B. (2000) Foundations of behavioral research. Harcourt: Orlando, Florida.
- Kothari, C. R. (2009) Research Methodology (2nd Ed). New Age Publishers: New Delhi
- Leong, F.T.L. & Austin, J. T. (Eds.) (1996). The psychology research handbook. Sage: New Delhi
- Singh, Y.K. (2006) Fundamental of Research Methodology and Statistics New Age Publishers: New Delhi

| <b>Course Code</b> | <b>Title</b>      | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|-------------------|---------------------|--------------|----------------|
| PSHSIHC102         | Trend Forecasting | 4                   | 100          | 4              |

**Objectives:**

- Understand the relationship of forecasting to product development and the need for forecasting knowledge for all aspects of apparel and textile businesses.
- Integrate consumer, aesthetic and quantitative trend information into the product development process.
- The global forecast trends will be taught with great detail and depth through various forecast journals, magazines like Promostyl etc. Student will be given exhaustive assignments to learn and interpret the Fashion forecast

| <b>Course Content</b> |  | <b>Periods</b> |
|-----------------------|--|----------------|
| <b>Unit I</b>         | <b>Basics of Fashion Trends &amp; Forecasting</b> <ul style="list-style-type: none"> <li>• Fashion and Fashion Cycles</li> <li>• Fashion Forecasting Process</li> <li>• Format of Trend Forecasts</li> <li>• Long and Short Term Trends and Forecasting</li> <li>• Project on Fashion changes/Fashion Cultures/ Fashion campaigns/ illustrations and advertising</li> </ul>  | <b>15</b>      |
| <b>Unit II</b>        | <ul style="list-style-type: none"> <li>• Consumers and Diffusion of Innovations, Researching the Consumer</li> <li>• Process and Methods of Fashion Trend Analysis &amp; Forecasting</li> </ul>  | <b>15</b>      |
| <b>Unit III</b>       | <ul style="list-style-type: none"> <li>• Various tools, Sources &amp; methodologies applied to study the trend forecast</li> <li>• Mood/Trend Board in-class presentation and discussion<br/>Survey of various Trend forecast agencies &amp; its interpretation</li> <li>• Format of Trend Forecasts &amp; Influence of Trend Forecasting on Business Decisions</li> <li>• Study of International/ National level fashion designers and brands - Introduction of the Designer, Education , Specialty, Brand / label, Contribution to Fashion, Product range, Outlets, Collection Showcase</li> </ul> | <b>15</b>      |
| <b>Unit IV</b>        | <ul style="list-style-type: none"> <li>• Social Responsibility &amp; Sustainability Related to Fashion Trends and Forecasting</li> <li>• Final Project: New Line Development - Mood/Trend Board<br/>Focus Group Report Due - Project Presentations to the Industry Board - Final project presentations</li> </ul>  | <b>15</b>      |

**References:**

- Brannon, E. L. (2005) Fashion Forecasting (3rd ed.). Fairchild Publications: New York:
- Hethorn, J., & Ulasewicz, C. (2008) Sustainable Fashion: Why Now? Fairchild Publications: New York
- Jackson, T. & Shaw, D. (2001) Mastering fashion buying and merchandising management, Palgrave: New York.
- Jarnow, J., Guereira, M. & Judelle, B. (1987). Inside the fashion business. (4th Ed.). MacMillan, New York.
- Lawson, Bryan, (2006) How Designers Think: The Design Process Demystified, Routledge, UK
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- Mendelsohn, L. B (1987) Trend Forecasting with Intermarket Analysis: Predicting Global Porter, A. W., Elements of Design – Space, Davis Publications, London
- Regan, C. L. (2008) Apparel Product Design & Merchandising Strategies. Upper Saddle River, Pearson Prentice Hall: New Jersey
- Stone, T.L. (2010) Managing the Design Process - Concept Development: An Essential Manual for the Working Designer, Rockport Publishers

| Course Code | Title                              | Periods/week | Marks | Credits |
|-------------|------------------------------------|--------------|-------|---------|
| PSHSIHC103  | Global Marketing and Merchandising | 4            | 100   | 4       |

**Objectives:**

- To impart local and global knowledge of marketing and merchandising.
- To develop their ability to market fashion products in a competitive global environment.

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | <b>Fundamentals of Global Marketing</b><br>Environment of global marketing<br>Theoretical foundations of global marketing<br>Cultural foundations of global marketing<br><b>Foreign Entry</b><br>Global market analysis<br>Export expansion Licensing<br>Strategic alliance, and FDI<br><b>Local Market Analysis</b><br>Understanding the local customers<br>The mature markets: US, EU, and Japan<br>The new growth markets: Asia, Middle East, and Latin America<br>The emerging markets: Russia and East Europe, developing countries<br>The China market<br><b>Global Marketing Management</b><br>Global marketing planning and STP<br>Global marketing mix: the 4Ps Organizing for global marketing   | <b>15</b> |
| <b>Unit II</b> | <b>Merchandising Fundamentals</b><br>Role & responsibilities of a merchandiser<br>Market Knowledge and four P's<br>Market Segmentation, Factors for segmentation: Demographic trends, psychographics, social force, government influences, economic trends<br>Market penetration and development<br>Merchandising systems: Business to business relationships-wholesaling, Business to ultimate consumer transactions- retailing<br><b>Merchandise Planning</b><br><b>Line planning:</b><br>Evaluating merchandising mix and forecasting offerings, Merchandise budgets and assortment plans, delivery and allocation plans<br>Determining the length of selling periods: timing merchandising calendars (selling and transition periods)<br>Forecast based merchandise plans (regional and local economic and cultural influences during the period trend and end of period trend analysis)<br><b>Dimensions of planning product lines</b><br>Pricing dimensions:Pricing Income statements, Pricing and costing, Pricing Strategies, Pricing variables, Pricing relationships and strategic | <b>15</b> |

|                 |  |           |
|-----------------|--|-----------|
|                 | <p>pricing, Components of pricing strategies, Costing principles and strategies, Types of costing</p> <p>Assortment dimensions: Merchandise assortment, SKU stock keeping unit</p> <p><b>Line development:</b></p> <p>Line concept/ finished goods buying/ sourcing, product development (creative design, line adoption, technical design)</p> <p>Line development and computer technology: CAD systems, PDS, PIMS, Videoconferencing, Customization: Body scanning, Interactive on-line fashion information services, Web based data management systems</p> <p><b>Line presentation:</b></p> <p>Internal line presentation, wholesale online presentation and retail line presentation</p> |           |
| <b>Unit III</b> | <p><b>Quality assurance</b></p> <p>Definition and importance of quality management</p> <p>Consumers' perception of quality, company responsibility</p> <p>Deming's 14 points, Juran's 10 steps to quality improvement, Sigma six strategy</p> <p>Standards and specifications.</p> <p><b>Quality determinants</b></p> <p>Raw materials, pattern and fit, construction</p> <p><b>Quality and sampling procedures</b></p> <p>Statistical Process Control (SPC)</p> <p>Merchandise Checking procedures: Quantity checking and quality controllers, Marking merchandise, Loss prevention: Shoplifting, Deterrents and controls, Electronic Article Surveillance (EAS)</p>                        | <b>15</b> |
| <b>Unit IV</b>  | <p><b>Information Technology for Merchandising</b></p> <p>Quick response business systems:</p> <p>Customer driven systems (POS), Universal product code (UPC), E-commerce, (ERP), Enterprise Resource Planning, Electronic data interchange, Smart labels and Radio frequency identification, Time based competition, Agility, Partnering (external and internal)</p>  | <b>15</b> |

**References:**

- Boyd, H. W. (1995) Marketing management: Strategic approach with a global orientation. Irwin / Richard Irwin: Chicago.
- Davar, R. S. (1982) Modern marketing management, Progressive: Bombay
- Diamond, E. (2006) Fashion retailing: A multi-channel approach, Pearson/Prentice Hall: New Jersey.
- Donnellan, J. (1999) Merchandising buying and management, Fairchild Publications: New York.
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- Jackson, T. & Shaw, D. (2001) Mastering fashion buying and merchandising management, Palgrave: New York
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- Kale, N. G. (1998). Fundamentals of marketing and finance. ManishaPrakashan: Mumbai

| Course Code | Title                                 | Periods/week | Marks | Credits |
|-------------|---------------------------------------|--------------|-------|---------|
| PSHSIIC104  | Retail Buying and Category Management | 4            | 100   | 4       |

**Objectives:**

- To understand the concept of retail organizational structure
- To study the different types of retail stores
- To understand the merchandise purchase planning and category management
- To be able to analyze strategic issues involved in category management
- To develop an ability to handle inventory management, costing and financial management

| Course Content  |   | Periods   |
|-----------------|---|-----------|
| <b>Unit I</b>   | <b>Retail Organizational structure store;</b> <ul style="list-style-type: none"> <li>• Organized and unorganized retail</li> <li>• Retail Buying and Selling</li> <li>• Retailing formats</li> <li>• Roles and Responsibilities of Retail Fashion Buyer <ul style="list-style-type: none"> <li>○ The Importance of Planning and the Retail Calendar</li> <li>○ Retail Financials</li> <li>○ Buying Activities</li> <li>○ Pre-Season Activities</li> <li>○ Post-Season Activities</li> </ul> </li> </ul> <b>Retail store chains –</b> <ul style="list-style-type: none"> <li>• Local, National and International</li> </ul>  | <b>15</b> |
| <b>Unit II</b>  | <b>Types of retail store</b> <ul style="list-style-type: none"> <li>• Specialty store: Single line stores, Single Brand Stores and Multiple line Stores</li> <li>• Departmental Stores</li> <li>• Mass Merchants: Discounters, Off Price Retailing, Outlet Stores.</li> <li>• Store retailing, non store retailing.</li> </ul>  | <b>15</b> |
| <b>Unit III</b> | <b>Introduction to Category Management:</b><br>Basic Concept, Categories and their definitions, Need for Category Management, Beneficiaries of Category Management, Use of Category Management, Category Management and Other functions of Retail<br><b>Methodology of Category Management:</b><br>Process of classifying and collecting<br><b>Data Analysis</b><br><b>Merchandise Purchase Plan and Category Management:</b><br>Merchandise Plan, Need for a Merchandise Plan, Process of Merchandise, Sales Curve<br><b>Sales and Stock Feedback and Replenishments:</b><br>Importance of Sale Feedback, Elements of Sales feedback, System of Replenishment, Replenishment Decisions based on Merchandise Purchase | <b>15</b> |

|                |  |           |
|----------------|--|-----------|
|                | Plan, Sales Configuration Chart and Sales Feedback<br><b>Strategic Issues in Category Management:</b><br>Understanding the purpose, Business Situation Analysis, Threat of Substitutes, SWOT Analysis, Social influences on Consumer Behaviour and their effects on Product Categories, Category Roles in Category Management , Strategic moves and Alternative Portfolio Model – Expansion or Growth Strategies for Product Categories – Analyzing and Identifying Potential Product Categories – Possible Marketing Actions to achieve Growth Extension Objectives and Declining Markets |           |
| <b>Unit IV</b> | <b>Profit Margin and Other Parameters:</b> <ul style="list-style-type: none"> <li>• Determining the Profit margin, Pricing, Direct Product Profitability,</li> <li>• Positioning of Category vs Target Customer Group,</li> <li>• Analyzing Sales-to-stock ratio at the Dimension Level to achieve improved Profitability</li> <li>• Other Important parameters of performance for a Product Category</li> </ul>   | <b>15</b> |

**References**

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| <b>Course Code</b> | <b>Title</b>                        | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|-------------------------------------|---------------------|--------------|----------------|
| PSHSIIICP101       | Communication skills and E-Commerce | 3                   | 50           | 2              |

**Objectives:**

- To understand basics of E-Commerce and its Terminology (for example POS, UPC, EDI ERP, RFID) and their applications
- To realize the benefits of E-Commerce vs. Traditional Commerce and Paper Document v/s Electronic Document
- To experience the Internet Environment for E- Commerce with B2B, B2C transactions, providers and vendors.
- To learn the importance of effective communication
- To train in the skills of effective one-to-one communication
- To understand communication tools used in formal situations

| <b>Course Content</b> |  | <b>Periods</b> |
|-----------------------|--|----------------|
| <b>Unit I</b>         | <b>Effective Communication</b> <ul style="list-style-type: none"> <li>• The basic principles of communication</li> <li>• Barriers to communication</li> <li>• Listening</li> <li>• Using language effectively</li> </ul> | <b>15</b>      |



|                |  |           |
|----------------|--|-----------|
|                | <ul style="list-style-type: none"> <li>Giving an effective speech or presentation               <ul style="list-style-type: none"> <li>Handling questions</li> <li>Using body language</li> <li>Using PowerPoint</li> </ul> </li> </ul> <p><b>Group communication</b></p> <ul style="list-style-type: none"> <li>Running a meeting</li> <li>Handling a difficult audience</li> <li>Handling criticism and conflict in the workplace</li> <li>Narratives as an essential part of public speaking</li> </ul> <p>Interviewing and writing skills</p>  |           |
| <b>Unit II</b> | <p><b>Introduction to E-Commerce and E-Business in Fashion Products:</b></p> <p>Literature Survey of E-commerce and fashion business in India<br/>         Browsing through and studying selected brands that deal in online selling<br/>         Contacting E-trading B2B and B2C companies and conducting a brief survey to understand the process of setting up and E-Commerce system<br/>         Setting up a website for conducting web trading<br/>         Process of bar coding and tagging system</p> <p><b>Setting up Internet and Extranet systems for E-Commerce</b></p> <p>Overview of Tracking tools for E-Commerce, Internet Bandwidth and Technology Issues</p> | <b>15</b> |

**References:**

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- Reader's Digest (1997) Write better, speak better. Reader's Digest Association: New York

| Course Code  | Title                       | Periods/week | Marks | Credits |
|--------------|-----------------------------|--------------|-------|---------|
| PSHSIIICP102 | Fabric Studies and Sourcing | 3            | 50    | 2       |

**Objectives:**

- To study the textile materials in relation to construction and value addition
- To analyze the characteristics of the fabric hand and visual appearance.
- To explore and analyze characteristics of wide range fabrics available in market.

| Course Content |   | Lectures  |
|----------------|---|-----------|
| <b>Unit I</b>  | Identification of <ul style="list-style-type: none"> <li>• Woven fabrics</li> <li>• Knitted fabrics</li> <li>• Nonwoven fabrics</li> </ul> Fabric sourcing and Preparation of Swatch book                                   | <b>15</b> |
| <b>Unit II</b> | Identification of <ul style="list-style-type: none"> <li>• Printed and painted fabrics</li> <li>• Embroidered fabrics</li> <li>• Surface ornamentation techniques</li> </ul> Fabric sourcing and Preparation of Swatch book | <b>15</b> |

**References:**

- Clarke, W. (1977). Introduction to Textile Printing. Newness Butterworth:London
- Colliner, B. J & Tortora P. G. (2001) Understanding Textiles. (6th Ed.) Upper Saddle River, Prentice Hall Inc:New Jersey
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- Irwin. J. and Hall, M. (1971) Indian Painted and Printed Fabrics. Calico Museum of Textiles: Ahmedabad
- Kulkarni, S.V. (1986)Textile dyeing operations. Noyes Publication:New Jersey
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- Wynne, A. (1997) Textiles: Motivate Series. Macmillan Company:London

| Course Code  | Title                    | Periods/week | Marks | Credits |
|--------------|--------------------------|--------------|-------|---------|
| PSHSIIICP103 | Sustainability in Retail | 3            | 50    | 2       |

**Objectives:**

- To get acquainted with various units in the industry that practice sustainability
- To get hand-on experience in designing a marketable sustainable product

|               |   |           |
|---------------|---|-----------|
| <b>Unit I</b> | <b>Concept of Sustainability management</b> | <b>15</b> |
|---------------|---|-----------|

|                |  |           |
|----------------|--|-----------|
|                | <ul style="list-style-type: none"> <li>• Carbon footprint &amp; Renewable energy</li> <li>• Clean technology and sustainability</li> <li>• Trends of trade and innovations</li> <li>• Sustainability &amp; Profitability connection</li> <li>• Standards and metrics for Sustainability performance</li> <li>• Investment in sustainable solutions &amp; trade</li> <li>• Strategies for sustainability management</li> <li>• Sustainable Retail Fashion and Design</li> <li>• General practices and best practices</li> </ul> <p><b>Case studies on a sustainable unit / brand / industry</b></p> |           |
| <b>Unit II</b> | <ul style="list-style-type: none"> <li>• <b>Designing a sustainable product for marketing</b><br/>Apparel/ Accessories/ Home furnishing (any one)</li> <li>• Prototype development of any one of the designed product</li> </ul>   | <b>15</b> |

**References:**

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- Yudelton, J. (2010) Sustainable Retail Development. Springer Publishers: New York

| <b>Course Code</b> | <b>Title</b>          | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|-----------------------|---------------------|--------------|----------------|
| PSHSIICP104        | Fashion Communication | 3                   | 50           | 2              |

**Objectives:**

- To introduce students to creative, intellectual, technical communication skills
- To train students to promote fashion commercially and socially
- To help students to understand the theory, principles and skills of communication through effective presentation of ideas and information with the support of traditional means and contemporary media

|                |   |           |
|----------------|---|-----------|
| <b>Unit I</b>  | <ul style="list-style-type: none"> <li>• Introduction of the basic vocabularies, concepts of fashion and communication</li> <li>• Reading and discussion of current affairs/articles related to Fashion and Fashion Business Communication</li> <li>• Case study of effectiveness of traditional and digital communication platforms</li> </ul> | <b>15</b> |
| <b>Unit II</b> | <ul style="list-style-type: none"> <li>• Documentation and Presentation skills</li> <li>• Project on Fashion writing</li> <li>• Critical review of fashion articles</li> </ul>  | <b>15</b> |

|  |   |  |
|--|---|--|
|  | <ul style="list-style-type: none"><li>• Social media and Fashion blogging</li></ul> |  |
|--|---|--|

**References:**

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- Best K. N (2017) The History of Fashion Journalism, Bloomsbury Academic: London
- Bradford J (2014) Fashion Journalism Routledge: London
- McNeil P, Miller S, (2014) Fashion Writing and Criticism: History, Theory, Practice Bloomsbury Publication: India
- Swanson K (2008) Writing for Fashion Business, Fairchild books: London

**SEMESTER II**

| <b>Course code</b> | <b>Title</b>                             | <b>Theory/<br/>Practical</b> | <b>Internal<br/>marks</b> | <b>Semester<br/>end exam</b> | <b>Periods</b> | <b>Credits</b> |
|--------------------|--|------------------------------|---------------------------|------------------------------|----------------|----------------|
| PSHSIIIC201        | Art Appreciation                         | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIIC202        | Organizational and<br>Consumer Behavior  | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIIC203        | Supply Chain and<br>Logistic Management  | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIIC204        | Sales Management<br>and Personal Selling | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIICP201       | Market Study and<br>Analysis             | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIIICP202       | Creative, Photography<br>and Videography | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIIICP203       | Category Management                      | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIIICP204       | Digital Content<br>Management            | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| <b>Total</b>       |  |                              | <b>160</b>                | <b>440</b>                   | <b>28</b>      | <b>24</b>      |

The candidate is required to submit the certificate of completing One Year Diploma course in “CAD, CAM and Computer Aided Technologies in Textiles and Apparel Sector – Basic and Intermediate” by the end of Semester II.

| Course Code | Title            | Periods/week | Marks | Credits |
|-------------|------------------|--------------|-------|---------|
| PSHSIIC201  | Art Appreciation | 4            | 100   | 4       |

**Objectives:**

- To gain an insight into the various aspects of the History of Art right from the origin.
- To teach the students about the historic importance and relevance of the various aspects and phases of the Art
- To be able to relate these aspects to Fashion, Textile and Costumes from past to present
- To take inspiration from these for their own creations

| Course Content  |   | Periods   |
|-----------------|---|-----------|
| <b>Unit I</b>   | Introduction to Pre-historic Art <ul style="list-style-type: none"> <li>• India- It's geographical , historical and cultural dimensions- an over-view</li> <li>• The Oriental (Eastern) and the Occidental (Western) view of life ( a comparative study)</li> <li>• Religion and art-their interfaces in traditional forms of art, architecture &amp; sculpture.</li> <li>• Translation of a religious ideal into visual arts (Icons, Symbols, Relics, Signs etc.)</li> </ul> | <b>15</b> |
| <b>Unit II</b>  | <ul style="list-style-type: none"> <li>• The evolution of the human form in Indian Sculpture (from Mohenjo-Daro to Gupta Period)</li> <li>• The painting tradition in India.</li> <li>• The Ajanta Frescoes-their theme, scheme and execution.</li> <li>• Egyptian Art</li> <li>• Greek and Roman Art</li> </ul>  | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"> <li>• The Miniature tradition –it's making and meaning-the Jain, Rajasthani, Mughal and Pahari schools</li> <li>• The changing forms and features of Indian Sculpture and Architecture from Pallava, Chola dynasty.</li> <li>• The contemporary Indian Art-A general survey</li> <li>• Medieval Europe: The birth of major religions</li> <li>• The Renaissance and it's masters</li> </ul>  | <b>15</b> |
| <b>Unit IV</b>  | <ul style="list-style-type: none"> <li>• Mannerism, Baroque, Realism and Post-Impressionism</li> <li>• Cubism</li> <li>• Fauvism</li> <li>• Surrealism</li> </ul>   |           |

**References:**

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- Turner, W. R. (1989) *Folk and Festival Costumes of the World*, B T Batsford Ltd.: London.

| Course Code | Title                               | Periods/week | Marks | Credits |
|-------------|-------------------------------------|--------------|-------|---------|
| PSHSIIC202  | Organizational & Consumer Behaviour | 4            | 100   | 4       |

**Objectives**

- To understand the various concepts of organizational behavior
- To develop an understanding towards group dynamics and team building
- To understand the different types of conflict and various means of conflict management
- To study the various types of consumers
- To understand the effect of consumer behavior on the market

| Course Content |  |  | Periods |
|----------------|--|--|---------|
| Unit I         | <ul style="list-style-type: none"> <li>• <b>Introduction to Organizational Behaviour:</b></li> <li>• Definition, Importance, Scope, Fundamental concepts of</li> </ul> |  | 15      |

|                 |   |           |
|-----------------|---|-----------|
|                 | organizational behaviour, Different models of organizational behaviour - autocratic, custodial, supportive, collegial and SOBC. <ul style="list-style-type: none"> <li>• Difference between consumer and organizational buying, Characteristics of organizational buying, stages in organizational buying, Models of consumer buying, Industrial buying</li> </ul>  |           |
| <b>Unit II</b>  | <ul style="list-style-type: none"> <li>• <b>Group Dynamics and Team building:</b> Concept of Group &amp; Team. Theories of Group Formation - Formal and Informal Groups. Importance of Team building, Group dynamics and Consumer Reference Groups, Opinion leadership process</li> <li>• <b>Conflict Management:</b> Definition. Traditional vis-à-vis Modern view of conflict, Types of conflict – Intrapersonal, Interpersonal, Organizational. Constructive and Destructive conflict. Conflict management..</li> </ul>  | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"> <li>• <b>Consumer Personality &amp; Attitudes:</b> Consumer as an individual, Meaning of personality, Consumer attitude and self-concept, Development of personality, Attributes of personality- Nature and dimensions of attitude, Developing the right attitude</li> </ul>   | <b>15</b> |
| <b>Unit IV</b>  | <ul style="list-style-type: none"> <li>• <b>Consumer behavior-</b>The study of consumer behavior, profiling target consumers, understanding needs, consumer needs, rational / emotional, perception, theories-process-measurement-mapping.</li> <li>• Market segmentation, consumer behavior in social setting, influence of culture on consumer behavior, Brand loyalty, brand extensions, cognitive theories.</li> <li>• Consumer decision making process, factors affecting consumer decision making process, organizational buyer behavior, Developments in purchasing practice, relationship management, the future of the consumer</li> </ul> | <b>15</b> |

**References:**

- Ghosh, P.K. (2011) Organizational Behaviour, USP
- Hriyappa, B. (2009) Organizational Behaviour, (1<sup>st</sup> Ed), New Age International: New Delhi
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- Szmigin, I. and Piacentini, M.(2015) Consumer Behaviour, Oxford university Press: U.K
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| Course Code | Title                                 | Periods/week | Marks | Credits |
|-------------|---------------------------------------|--------------|-------|---------|
| PSHSIIC203  | Supply Chain and Logistics Management | 4            | 100   | 4       |

**Objectives:**

- To introduce the concept of supply chain management
- To understand logistics management in fashion industry
- To understand global strategic positioning and E-commerce

| Course Content  |   | Periods   |
|-----------------|---|-----------|
| <b>Unit I</b>   | <b>Concepts and principles of Supply Chain Management-</b> Short interval scheduling (SIS), inventory carrying costs, supply chain for soft goods. Information and technology in supply chain management<br><b>Enabling Technologies-</b> EDI, EPOS, item coding, EFT, activity based costing, etc. Applications of the information and technology for the SCM in the fashion industry.<br><b>International sourcing process-</b> Research, Initial orders, L/C documents, follow-up, final quality inspection, Shipping documentation<br><b>Pricing considerations-</b> Competition, merchandise characteristics | <b>15</b> |
| <b>Unit II</b>  | <b>Supply Chain management-</b> Generalized supply chain model, Responsiveness, Financial sophistication, Globalization, Digital business transformation<br><b>Customer accommodation-</b> Supply chain service output, Customer satisfaction, Forecasting, Collaborative planning, forecasting and replenishment, Customer relationship manager<br><b>Supply chain and competitive strategy-</b> Customer service objectives, setting customer priorities and service standards, Customer service and customer retention, Distribution channels, Innovation in distribution, Market driven supply chain          | <b>15</b> |
| <b>Unit III</b> | <b>Logistics-</b> Twenty first century supply chains, procurement and manufacturing, Logistical Interfaces, Logistical value proposition, The work of logistics, Logistical operations, Logistical operating arrangements, Flexible structure, Supply chain synchronization<br><b>Integrated logistics-</b> logistical operation integration, customer service, supply chain relationships, global logistics, network integration, relationship development and management, Marketing sourcing and logistics decisions  | <b>15</b> |
| <b>Unit IV</b>  | <b>Logistical resources-</b> information, forecasting, inventory strategy and management, transportation infrastructure, transportation regulation and management, warehouse management, material handling, packaging<br><b>Logistics system design-</b> logistics positioning, global strategic positioning, integration theory, planning and design methodology and techniques<br><b>Logistics administration-</b> organization, planning costing and pricing,  | <b>15</b> |

|  |  |  |
|--|--|--|
|  | performance measurement and reporting, E-commerce and SCM<br><b>Case studies</b> |  |
|--|--|--|

**References:**

- Bowersox D.J. and Close D.J.(2008), Logistics management- The Integrated Supply Chain Process, Tata McGraw-Hill Publishing Company Ltd.:New Delhi.
- Bowersox,D. J., Closs, D. J. & Cooper, M. M. (2007) Supply Chain Logistics Management (2nd Ed) McGraw-Hill.:New Delhi
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- Finch. B. J.(2008) Operations Now- Supply Chain Profitability and Performance (3rd Ed.) – McGraw Hill:New Delhi
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| Course Code | Title                                 | Periods/week | Marks | Credits |
|-------------|---------------------------------------|--------------|-------|---------|
| PSHSIIC204  | Sales Management and Personal Selling | 4            | 100   | 4       |

**Objectives**

- To understand the various areas of sales management
- To realize the need for sales organizations and the process of selling
- To develop the ability to evaluate the sales activities and improve performance

| Course Content  |  | Periods   |
|-----------------|--|-----------|
| <b>Unit I</b>   | <ul style="list-style-type: none"> <li>• <b>Introduction to Sales Management:</b> Concept, Nature, Role of Sales Management in Marketing, Salesmanship, Specific Characteristics of a successful salesman, The Evolving Face of Personal Selling.</li> <li>• <b>Sales Forecasting:</b> Concept of Forecasting, Sales Forecasting methods, Quantitative and Qualitative methods.</li> </ul>   | <b>15</b> |
| <b>Unit II</b>  | <ul style="list-style-type: none"> <li>• <b>Sales Organization:</b> Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget.</li> <li>• <b>Personal Selling Process and Approaches:</b> Personal Selling and Relationship Management - Selling to individuals &amp; Institutions, Basics, Sales leads, Planning sales calls - Types of calls, – Building long term partnership by selling – Sales presentations, tools for personal selling, Sales Aids – Use of technology in sales effective selling techniques, Tele Marketing</li> </ul> | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"> <li>• <b>Managing the Sales Force:</b> <ul style="list-style-type: none"> <li>○ <b>Recruiting, Selection and Training of Sales force:</b> Procedures and criteria extensively used as selection tools for recruiting and</li> </ul> </li> </ul>   | <b>15</b> |

|                |  |           |
|----------------|--|-----------|
|                | testing sales ability. Sales Force Job Analysis and Description<br>○ <b>Areas of sales Training:</b> Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, customers and technology – Relationship Selling Process and Customer education. Value added selling  |           |
| <b>Unit IV</b> | • <b>Motivating the Sales Team:</b> Motivation Programs - Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package. Supervising,<br>• <b>Evaluating Sales Force Performance and Controlling Sales activities:</b><br>• Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management. | <b>15</b> |

**References**

- Cron, W. L. and Decarlo, T. E (2010) Sales Management: Concepts and Cases, (10<sup>th</sup> Ed) Wiley and Sons: London
- Jobber, D. and Lancaster, G. (2009) Selling and Sales Management, (7<sup>th</sup> Ed), Prentice Hall: New Jersey
- Still, R.R, Edward W, Cundiff E. W, Govoni. N. A.P. (1988) Sales Management: Decisions, Strategies, and Cases, Prentice Hall: New Jersey
- Venugopal, P, (2008) Sales and Distribution Management – An Indian Perspective, Sage Publications: New Delhi

| Course Code | Title                      | Periods/week | Marks | Credits |
|-------------|----------------------------|--------------|-------|---------|
| PSHSIICP201 | Market Survey and Analysis | 3            | 50    | 2       |

**Objectives**

- To understand the need and concepts of market research
- To learn the various techniques of data collection and data analysis
- To be able to develop the project report and presentations

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | Introduction to Marketing Research- Basic Concepts and Tools<br>Data Collection: Survey design, Experiential, observation etc. | <b>15</b> |
| <b>Unit II</b> | Data analysis<br>Project Preparation, Report writing and Project presentations   | <b>15</b> |

**References:**

- Bradley N (2007), Marketing Research: Tools and Techniques, Oxford University Press: U.K
- David A. A., Kumar V., Day G.S., and Leone R.P. (2011) Marketing Research, 10<sup>th</sup> Edition, WSE Series: New Jersey
- Malhotra N K (2007), Review of Marketing Research, Vol.2, Prentice-Hall Of India Pvt. Ltd: India

- McNeil R. (2006), Business to Business Market Research, Kogan Page *Business Books*: New Delhi
- Nargundkar R (2008), Marketing Research – Text and Cases (3<sup>rd</sup> Ed) Tata McGraw Hill Education: India

| Course Code | Title                                | Periods/week | Marks | Credits |
|-------------|--------------------------------------|--------------|-------|---------|
| PSHSIICP202 | Creative Photography and Videography | 3            | 50    | 2       |

**Objectives:**

- To learn basic concepts of photography
- To get acquainted with photography equipment
- To understand the process involved in fashion photography
- To get hands-on experience by working with models

| Course Content |   | Lectures  |
|----------------|---|-----------|
| <b>Unit I</b>  | <b>Fundamental Concepts Of Photography And Videography</b> <ul style="list-style-type: none"> <li>• Exposure, colour , lenses, focusing, depth of field</li> <li>• Understanding stroboscopic lights and flash</li> <li>• Advanced Light Theory</li> <li>• Photography and videography equipment for commercial purposes</li> <li>• Setting up a studio</li> <li>• Handling light accessories               <ul style="list-style-type: none"> <li>○ Using light meter</li> </ul> </li> <li>• Theory of Lighting               <ul style="list-style-type: none"> <li>○ Types of Lighting</li> </ul> </li> <li>• Use of props, background setting, etc</li> </ul>   | <b>15</b> |
| <b>Unit II</b> | <b>People, Glamour &amp; Fashion Photography And Videography</b> <ul style="list-style-type: none"> <li>• Understanding people, fashion, glamour photography and videography</li> <li>• Working with models:               <ul style="list-style-type: none"> <li>○ Art of posing,</li> <li>○ Understanding make-up and hair style</li> </ul> </li> <li>• Shooting to a concept</li> <li>• Working with professional models</li> </ul> <p>Students practice sessions with models<br/>(each student gets one-on-one time with professional models)</p> <ul style="list-style-type: none"> <li>• Photo editing using software</li> <li>• Video editing using software- editing light, background, effects, sound recording, etc.</li> </ul> | <b>15</b> |

**References:**

- Allana R. (ed) (2010) The Artful Pose – Early Studio Photography in Mumbai: c. 1855–1940, Mapin Publishing Pvt. Ltd in association with The Alkazi Collection of Photography and Dr Bhau Lad Mumbai City Museum: Mumbai.
- Andersson B, Geyen J.L The DSLR Filmmaker's Handbook: Real-World Production Techniques, Sybex, Wiley and Sons: New York
- Andrews P. (2010), The New Digital Photography Manual, Carlton Books Ltd.: London
- Ang T. (2008) Fundamentals of Modern Photography, Mitchell Beazley: London :
- Ascher S. (2013) The Filmmaker's Handbook, (4<sup>th</sup> Ed)Penguin: USA
- Wignall J. (2010) Focus on Digital Photography Basics (1<sup>st</sup> Ed), Sterling Publishing: New Delhi

| Course Code  | Title               | Periods/week | Marks | Credits |
|--------------|---------------------|--------------|-------|---------|
| PSHSIIICP203 | Category Management | 3            | 50    | 2       |

**Objectives**

- To provide an overview of the changing role of the category management function.
- To understand the strategic approach and process being applied by leading suppliers
- To review the key steps in the process through content, case studies and practical exercises

| Course Content |  | Lectures  |
|----------------|--|-----------|
| <b>Unit I</b>  | <ul style="list-style-type: none"> <li>• Case studies of category management of successful organizations laying emphasis on               <ul style="list-style-type: none"> <li>• Role of a category manager</li> <li>• Reviewing the supply market</li> <li>• Process of category management</li> <li>• Challenges and best practices</li> </ul> </li> </ul> | <b>15</b> |
| <b>Unit II</b> | <ul style="list-style-type: none"> <li>• Project pertaining to Category Management in a Lifestyle Product Store based on concepts learnt in Unit I</li> </ul>  | <b>15</b> |

**References:**

- Carlsson M (2015) Strategic Sourcing and Category Management: Lessons Learned at IKEA (1<sup>st</sup> Edition) Kogan Page: London
- Cavinato J (2006) The Supply Management Handbook (General Finance & Investing) , (7th Ed ) McGraw-Hill Education: New York
- Jonathan O'Brien J (2015) Category Management in Purchasing: A Strategic Approach to Maximize Business Profitability (3<sup>rd</sup> Edition) Kogan Page: London
- Pandit K, Marmanis H (2008) Spend Analysis: The Window into Strategic Sourcing

| Course Code  | Title                      | Periods/week | Marks | Credits |
|--------------|----------------------------|--------------|-------|---------|
| PSHSIIICP204 | Digital Content Management | 3            | 50    | 2       |

**Objectives**

- To develop the skills in writing digital content
- To help master the skills required to analyze the quality of the digital content
- To appreciate the difference between writing content for various platforms and different marketing techniques such as SEO and SMM

| Course Content |  | Lectures |
|----------------|--|----------|
| <b>Unit I</b>  | <ul style="list-style-type: none"><li>• Requirements of digital media audiences and cultures</li><li>• <b>Essentials of writing &amp; storytelling</b></li><li>• Study and analysis of available e-content</li><li>• Towards Fair-use; Public domain; Digital commons</li><li>• <b>Writing for digital medium</b></li><li>• Licensing Issues and Advanced Management Issues</li><li>• Search engine optimization</li></ul> | 15       |
| <b>Unit II</b> | <ul style="list-style-type: none"><li>• Design and creation of digital content for a content management system</li><li>• Integration and manipulation of content in a content management system</li><li>• Publishing to a content management system using social media</li></ul>   | 15       |

**References:**

- Boiko B (2004) Content Management Bible (2<sup>nd</sup> Ed) Wiley Publications: New Jersey
- Deane Barke D (2016) Web Content Management: Systems, Features, and Best Practices O'Reilly Media
- Hackos J (2002) Content Management for Dynamic Web Delivery Wiley Publications: New Jersey

**SEMESTER III**

| <b>Course code</b> | <b>Title</b>                                      | <b>Theory/<br/>Practical</b> | <b>Internal<br/>marks</b> | <b>Semester<br/>end exam</b> | <b>Periods</b> | <b>Credits</b> |
|--------------------|---|------------------------------|---------------------------|------------------------------|----------------|----------------|
| PSHSIIC301         | Entrepreneurship<br>Management                    | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIC302         | Product and Brand<br>Management                   | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIC303         | Intellectual Property<br>Rights                   | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIIC304         | Media Management                                  | <b>Theory</b>                | <b>40</b>                 | <b>60</b>                    | 4              | 4              |
| PSHSIICP301        | Visual Merchandising                              | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIICP302        | Creative Fashion<br>Presentation and<br>Promotion | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIIBP303        | Luxury Brand<br>Management and<br>Production      | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| PSHSIICP304        | Publication Design<br>and Advertising             | <b>Practical</b>             | -                         | <b>50</b>                    | 3              | 2              |
| <b>Total</b>       |   |                              | <b>160</b>                | <b>440</b>                   | <b>28</b>      | <b>24</b>      |

| Course Code | Title                       | Periods/week | Marks | Credits |
|-------------|-----------------------------|--------------|-------|---------|
| PSHSIIC301  | Entrepreneurship Management | 4            | 100   | 4       |

**Objectives**

- To understand the concept of entrepreneurship
- To realize the various aspects of promotion for a venture
- To study the legal requirements for setting up an enterprise
- To understand the concepts of demand, supply and market
- To know the various sources of funds to set up a business
- To understand basic accounting and taxation system

| Course Content  |  |  | Periods   |
|-----------------|--|--|-----------|
| <b>Unit I</b>   | <ul style="list-style-type: none"> <li>• Entrepreneur and Entrepreneurship-meaning and importance,theories,Types of Entrepreneurs,Skills/Traits for Entrepreneurs,characteristics and competency, risk taking, decision making and business planning,Factors Affecting Entrepreneurship Growth: Economic, Social, Psychological and Political Factors</li> </ul>   |  | <b>15</b> |
| <b>Unit II</b>  | <ul style="list-style-type: none"> <li>• Entrepreneurship Development Process, Project Identification, Project Formulation Feasibility Study, Financial and Technical Evaluation, Project Formulation, Common Errors in Project Formulation, Specimen Project Report, Ownership Structures – Proprietorship, Partnership, Company, Cooperative, Franchise.</li> <li>• Promotion of a venture: opportunity analysis,external environmental forces, social-cultural-technological- competitive-economic factors</li> </ul>               |  | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"> <li>• Legal requirements to set up enterprise, raising funds, role of Government and financial institutions. Managerial economics – micro and macro-economics, decision making.</li> <li>• Financial Management, Scope of financial management.Working capital, Sources of finances, Financial institutions</li> <li>• Basic accounting, Budget and budgetary control, Auditing. Calculation of taxation, Taxation systems, Exemption and deduction from taxation, Income and wealth tax</li> </ul> |  | <b>15</b> |
| <b>Unit IV</b>  | <ul style="list-style-type: none"> <li>• Law of demand and supply, functions, elasticity of market-types, costing including – material cost-labour cost and turn around-overheads- cost sheets- marginal costing- budget control and standard costing.</li> </ul>  |  | <b>15</b> |

**References:**

- Charantimath, P.M. (2006) Entrepreneurship Development and Small Business Enterprises, Dorling Kindersley (Pvt) Ltd. New Delhi: India.
- Cornwall, J. R., Vang, D. O. and Hartman, J. M. (2016) Entrepreneurial Financial management- An Applied Approach, (4<sup>th</sup> edition) Routledge: New York.



- Kumar S.A., Poornima, S.C., Abraham, M.K. and Jayashree, K. (2008) Entrepreneurship Development, New Age Book International Publishers: New Delhi.
- Nandan, H. (2013) Fundamentals of Entrepreneurship, (Third edition), PHI Learning Pvt.: Ltd. Delhi.
- Ramachandran, K. (2008) Entrepreneurship Development, (1st Edition) McGraw Hill Education Private Limited: New Delhi.
- Saini, J.S. (2009) Entrepreneurship Development - Programmes and Practices, Deep and Deep Publications Pvt. Ltd.: New Delhi.
- Singh, A. K. (2009) Entrepreneurship Development and Management, University Science Press: New Delhi.

| Course Code | Title                        | Periods/week | Marks | Credits |
|-------------|------------------------------|--------------|-------|---------|
| PSHSIIC302  | Product and Brand Management | 4            | 100   | 4       |

**Objectives:**

- To understand the meaning and importance of brand in the market
- To know the process of planning a product
- To measure the success of the brand
- To understand branding in various sectors
- To learn how to manage a brand.

| Course Content  |  | Periods   |
|-----------------|--|-----------|
| <b>Unit I</b>   | <b>Introduction to Product</b><br>Basic Concepts, Classification of Products, Managing Product Issues, Difference between Consumer Products and Industrial Products, Consumer Adoption Process.<br><b>New Product Planning</b><br>Development, Product Testing and Test Marketing, Pricing and Budgeting Issues in Product Management, Product Positioning | <b>15</b> |
| <b>Unit II</b>  | <b>Branding</b><br>Brand Positioning, Brand Image and Brand Equity, Brand Loyalty and Brand Analysis, Value Addition from Branding, Brand-Customer Relationship<br><b>Managing Brands</b><br>Brand Selection, Brand Creation, Brand Interventions and Brand Extensions, Brand-Product Relationship, Brand Strategies                                       | <b>15</b> |
| <b>Unit III</b> | <b>Branding in Different Sectors</b><br>Branding and Positioning of Fashion Products and Services, Branding in Retail and Service Sector, Marketing Research in Product and Brand Management Areas   | <b>15</b> |
| <b>Unit IV</b>  | Managing Brands Over Time Reinforcing Brands Revitalizing Brands Adjustments to the brand portfolio  | <b>15</b> |

|  |  |  |
|--|--|--|
|  | The Corporate Brand<br>The Digital Brand<br>The Global Brand & Future Perspective on PBM |  |
|--|--|--|

**References:**

- Abimbola, T. and Lim, M. (2010) Journal of Product and Brand Management, Issue 6: Branding and Society- The Social, Cultural and Financial Impacts of Brands in 21<sup>st</sup> century, Emerald Group Publishing Limited: New Delhi.
- Aggarwal, S. (2008) Brand Management- A Theoretical and Practical Approach, Global India Publications Pvt. Ltd.: New Delhi.
- Chitale A. K, (2011) Product Policy and Brand Management, PHI Learning's, : New Delhi.
- Keller, K. L., Parmeswar, M. G. and Jacob, I. (2011) Strategic Brand management- Building, Measuring and Managing Brand Equity, Dorling Kindersley (India) Pvt. Ltd.: New Delhi.
- Lilien G. and Rangaswamy A, (2003) New Product and Brand Management Prentice Halls,: New Delhi.
- Mathur U. C. (2007) Product and Brand Management, Excel Books: New Delhi.

| Course Code | Title                        | Periods/week | Marks | Credits |
|-------------|------------------------------|--------------|-------|---------|
| PSHSIIC303  | Intellectual Property Rights | 4            | 100   | 4       |

**Objectives:**

- To understand various terms involved in Intellectual Property Rights
- To make students aware about the patents, copyright, trademarks, geographical indication, industrial designs, unfair competition enforcement of Intellectual, property rights and intellectual property.
- To make the students aware about the importance of the above topics in the fashion industry.
- To analyze various case studies in IPR and Fashion Industry
- Preparation of proposal for filing of IPR

| Course Content |  | Lectures  |
|----------------|--|-----------|
| <b>Unit I</b>  | <ul style="list-style-type: none"> <li>• <b>Overview of Intellectual Property-</b> Introduction and the need for intellectual property right (IPR), IPR in India – Genesis and Development, IPR in abroad, Some important examples of IPR</li> <li>• <b>Patents-</b>Macro-economic impact of the patent system, Patent and kind of inventions protected by a patent, Patent document, Method of protection of inventions, Granting of patent, Rights of a patent, extensiveness of patent protection, Need of protection of invention by patents, Searching a patent, Drafting of a patent, Filing of a patent, layers of the international patent system, (national, regional and international options), Utility models, Differences between a utility model and a patent, Trade secrets and know-how agreements.</li> </ul> | <b>15</b> |

|                 |   |           |
|-----------------|---|-----------|
| <b>Unit II</b>  | <ul style="list-style-type: none"> <li>• Copyright and Related Right- Meaning and importance of copyright, subject matter of protection, different categories of protected works, limitations and exemptions to the scope of copy right, conditions of protection, duration of protection, meaning of related rights, distinction between related rights and copyright, Rights covered by copyright.</li> <li>• Trademarks- Meaning, importance and functions of trademark, Rights of trademark, kind of signs used as trademarks, types of trademark, registration process and duration of a trademark, extensiveness of a trademark protection, examples of some well-known marks, Domain name and it's relation to trademarks</li> </ul> | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"> <li>• <b>Geographical Indications-</b> Meaning and importance of geographical indication, procedure involved in geographical protection</li> <li>• <b>Industrial Designs-</b> Overview of industrial design; need of protection of industrial design, nature of protection, procedure involved and duration of industrial design</li> <li>• Trade secrets, Software copyright, cyber law and patent management, Management of IPR, Audit procedure</li> <li>• Fashion Law and Business: Brands and Retailers, Starting a Fashion Company</li> </ul>  | <b>15</b> |
| <b>Unit IV</b>  | <ul style="list-style-type: none"> <li>• <b>Unfair Competition-</b> Understanding Unfair Competition, Relationship Between Unfair Competition and Intellectual Property Laws, Unfair Competition &amp; Misappropriation, Counterfeiting, Grey markets</li> <li>• <b>Enforcement Of Intellectual Property Rights-</b> Infringement Of Intellectual Property Rights, Enforcement Measures</li> <li>• <b>Intellectual Property-</b> Overview of Fashion Technology and Intellectual Property, Research and Intellectual Property Rights, Management, Licensing and Enforcing Intellectual Property, Commercializing Fashion Technology Invention,</li> <li>• Case studies, Preparation and presentation of a proposal</li> </ul>               | <b>15</b> |

**References:**

- Bagachi, J. (2000) World Trade Organisation: An Indian Perspective, Eastern Law House Publishing: Kolkata.
- Jain, R. (2007) Guide on Foreign Collaboration: Policies and Procedures, Vidhi Publication: New Delhi.
- Karki, M. (2009) Intellectual Property Rights, Atlantic Publishers: New Delhi.
- Nair, K. R. G. (1994) Intellectual Property Rights, Allied Publishers: Mumbai.
- Pal P. Intellectual Property Rights in India (2008) New Delhi: Regal Publication: India
- Prasad, A. & Agarwala, A. (2009) Copyright Law Desk Book: Knowledge, Access & Development, Universal Law Publishing Co. Pvt.: New Delhi.
- Schmithoff, C. (1990) Export Trade: The Law and Practice of International Trade (9<sup>th</sup> Ed), Sweet & Maxwell Publishers, UK.
- Unni, V.K. (2000) Trade Mark, Design and Cyber Property Rights (2<sup>nd</sup> Ed), Universal Publishing, New Delhi.

- [www.advocatekhoj.com/blogs](http://www.advocatekhoj.com/blogs)

| Course Code | Title            | Periods/week | Marks | Credits |
|-------------|------------------|--------------|-------|---------|
| PSHSIIC304  | Media Management | 4            | 100   | 4       |

**Objectives**

- To introduce the concept and process of management and understand the important concepts there in
- To appreciate the importance of ethics and laws in management and media
- To study the various types of mass media and its impact
- To understand the process of media management
- To study the importance of budgeting in mass media

| Course Content  |   |  | Lectures  |
|-----------------|---|--|-----------|
| <b>Unit I</b>   | <ul style="list-style-type: none"> <li>• Management Process<br/>Definition of management, Unity of Command, Unity of Direction, Planning Process, Functions of Management, Principles of Management, Principles of Organization</li> <li>• Process of Decision Making, Formal and Informal Management,</li> <li>• Business Laws and Ethics: Introduction to laws and ethics in business, Duty of loyalty, Privacy and technology, Workers' rights as Human rights- Health and safety in work place, Global Climate change- Responsibility and Survival</li> </ul> |  | <b>15</b> |
| <b>Unit II</b>  | <ul style="list-style-type: none"> <li>• Introduction to Mass Media, Types of Mass Media, Media Mix</li> <li>• Principles of Mass Communication</li> <li>• Media Ethics and Laws, Regulations and Self Regulations</li> <li>• Media Impact on buying behavior</li> </ul>  |  | <b>15</b> |
| <b>Unit III</b> | <ul style="list-style-type: none"> <li>• Structure of Media Organizations</li> <li>• Media Management and Development- Print, Electronic, Digital</li> <li>• Editing and Reporting of news</li> <li>• Public Relation Management</li> </ul>   |  | <b>15</b> |
| <b>Unit IV</b>  | <ul style="list-style-type: none"> <li>• Media Budgeting and Buying Schedules</li> <li>• Meaning Factors to be considered while Framing a Budget, Advertising Task, Competitive Framework, Market Dominance, Market Coverage, Media Cost, Market Task, Pricing ,Frequency of Purchase Importance of Media Budget, Methods of Setting Media Budget</li> </ul>  |  | <b>15</b> |

**References:**

- Albarran, A., Chan-Olmsted, M. S. and Wirth, M. O. (Editors) (2006) Handbook of Media Management and Economics, Lawrence Erlbaum Associates Publishers: London
- Biagi, S. (2006) Introduction to Mass Media, Cengage Learning Stanford: USA.
- Chaturvedi, B. K, (2009) Media Management, Global Vision Publishing House: New Delhi.

- Halbert, T. and Ingulli, E (2015) Law and Ethics in the Business environment (8<sup>th</sup> Edition), Cengage Learning, Stanford: USA
- Hollifield A, (2015) Media Management: A Casebook Approach, (5<sup>th</sup> Ed) Routledge Communications: New York.
- Kung L, (2008) Strategic Management in Media: Theory to Practice, Sage Publications: New Delhi.
- Reddy, R. J. (2004) Management Process, APH Publishing Corporation: New Delhi

| Course Code  | Title                | Periods/week | Marks | Credits |
|--------------|----------------------|--------------|-------|---------|
| PSHSIIICP301 | Visual Merchandizing | 3            | 50    | 2       |

**Objectives:**

- To study the role and the art of visual merchandising techniques and the various media and methods for visual presentation and promotion.
- To examination, apply and practice visual merchandising techniques for all the phases of visual merchandising.
- To understand the importance of brand identity in relation to visual merchandizing
- To practice dressing, styling for mannequins, up-selling via window displays and creating and installing small window schemes

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | Mall and Store design<br>Types of windows<br>Store interiors<br>Elements of visual presentation relating merchandise, materials, props and mannequins  | <b>15</b> |
| <b>Unit II</b> | Designing stores using CAD software<br>Theme and mood based planning of window displays using elements and principles of design<br>Building displays using different types of mannequins and props<br>Installing using various colour schemes, fixtures, lighting, signage and graphics<br>Maintenance of display components | <b>15</b> |

**References:**

- Diamond, E. (2008) Fashion Retailing: A Multichannel Approach, Pearson Education, Inc.: New Jersey
- Peglar, M. (2012) Visual Merchandising and Display(6<sup>th</sup> Ed) Bloomsbury Publishing: India
- Periodical: Visual Merchandising and Store Design
- [www.visualstore.com](http://www.visualstore.com)

| Course Code  | Title                                       | Periods/week | Marks | Credits |
|--------------|---|--------------|-------|---------|
| PSHSIIICP302 | Creative Fashion Presentation and Promotion | 3            | 50    | 2       |

**Objectives:**

- To impart training in the effective application of principles and appropriate use techniques of fashion presentation.
- To provide opportunities to develop creativity and to work on professional brand imaging and its promotion

| Course Content |  | Periods   |
|----------------|--|-----------|
| <b>Unit I</b>  | Understanding basics of:<br>Body shapes and proportions<br>Effective/ Creative use of colors, lighting and Fashion photography   | <b>15</b> |
| <b>Unit II</b> | Conceiving and planning a fashion brand<br>Making a catalogue of fashion products under the brand<br>Devising its promotion through campaigns and other media<br>Organizing an event Fashion styling<br>(Fashion show) | <b>15</b> |

**References:**

- Gehlhar, M., and Furstenberg, D. V. (2008) The Fashion Designer Survival Guide, Revised Edition: Start and Run Your Own Fashion Business, Kaplin Publishing: New York.
- Wintour, A., Mower, S. and Martinez, R. (20017) Stylist: The Interpreters of Fashion, Rizzoli: New York.

| Course Code  | Title                                  | Periods/week | Marks | Credits |
|--------------|--|--------------|-------|---------|
| PSHSIIICP303 | Luxury Brand Management and Production | 3            | 50    | 2       |

**Objectives:**

- To provide a complete learning experience through a combination of theoretical concepts and practical applications
- To help students appreciate the constantly evolving luxury industry
- To develop skills to read, understand and analyse various luxury brands and their management.
- To make students competent for employment in the luxury industry.

| Course Content |   | Lectures  |
|----------------|---|-----------|
| <b>Unit I</b>  | <b>Case study of successful luxury brands with special emphasis on</b><br>• Luxury product design and development | <b>15</b> |

|                |   |           |
|----------------|---|-----------|
|                | <ul style="list-style-type: none"> <li>• Trend forecasting and creative researches</li> <li>• Product semiotic analysis (signs and symbols decoding)</li> <li>• Packaging and luxury display strategies</li> <li>• Production techniques, cost study and selling price</li> <li>• Consumer analysis theories</li> <li>• Luxury communication strategies, budgets and theories</li> <li>• Advertisement analysis and decoding</li> </ul> |           |
| <b>Unit II</b> | <ul style="list-style-type: none"> <li>• Luxury windows and fashion exhibition shows</li> <li>• Red Carpet Styling</li> <li>• Group project for a luxury brand, including the design of a new product and the relevant marketing strategy</li> </ul>  | <b>15</b> |

**References:**

- Chevalier, M., Mazzalovo, G. (2012) *Luxury Brand Management: A World of Privilege* (2<sup>nd</sup> edition), John Wiley and Sons: New Jersey.
- Kapferer, J. and Bastien, V. (2012) *The Luxury Strategy: Break the Rules of Marketing to Build Luxury*, Kogan Page: London.
- Lent, R. and Tour, G. (2009) *Selling Luxury: Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale*, John Wiley and Sons: New Jersey.
- Oechsli, M. (2014) *The Art of Selling to the Affluent: How to Attract, Service, and Retain Wealthy Customers and Clients for Life* (2<sup>nd</sup> edition), John Wiley and Sons: New Jersey.
- Okonkwo, U. (2007) *Luxury Fashion Branding: Trends, Tactics, Techniques*, Palgrave Macmillan: London.

| <b>Course Code</b> | <b>Title</b>                       | <b>Periods/week</b> | <b>Marks</b> | <b>Credits</b> |
|--------------------|------------------------------------|---------------------|--------------|----------------|
| PSHSIICP304        | Publication Design and Advertising | 3                   | 50           | 2              |

**Objectives:**

- To learn skills necessary for publication design.
- To engage in a thorough study of design concepts through multiple explorations of design possibilities.

| <b>Course Content</b> |  | <b>Lectures</b> |
|-----------------------|--|-----------------|
| <b>Unit I</b>         | <ul style="list-style-type: none"> <li>• Design Principles –Contrast, Repetition, Alignment, Proximity, Color, Closure, Face-ism Ratio, Figure-ground Relationship, Five Hat Racks, Framing, Highlighting -Horror Vacui -Mnemonic Device -Picture Superiority Effect -Red Effect -Rule of Thirds -Stickiness -Symmetry – Typeface</li> <li>• Technology Skills -Photo-editing -Vector Graphics -JPG files -PNG files -PDF files -PSD, INDD, and AI files -Image resolution -Margins -Columns -Gutters -Drop Caps -Leading, Kerning, Tracking -Baselines shifts -Ligatures -Special characters -Pull quotes -Pen tool -Drop shadows</li> <li>• Publication Know-how -CMYK color -RGB color -Binding -Bleeds -DPI</li> </ul> | <b>15</b>       |

|                |   |           |
|----------------|---|-----------|
|                | (dots per inch) -PPI (pixels per inch) -Bitmap vs. Vector graphics -<br>Proofing -Print terminology -Print technology |           |
| <b>Unit II</b> | • Developing a final project keeping all the above in mind  | <b>15</b> |

**References:**

- Williams R, (2009) The Non-Designer's Design Book, (2<sup>nd</sup> Ed) Peachpit Press: Pearson Publishing: San Francisco
- McWade J Before and After: How to Design Cool Stuff, Peachpit Press: Pearson Publishing: San Francisco
- Lawler B.P.The Official Adobe Print Publishing Guide, Adobe Press



**SEMESTER IV**

| Course code  | Title        | Theory/<br>Practical | Internal<br>Marks | Semester<br>end Exam | Total<br>Marks | Periods   | Credits   |
|--------------|--------------|----------------------|-------------------|----------------------|----------------|-----------|-----------|
| PSHSIIICP401 | Internship   | Practical            | -                 | 400                  | 400            | 16        | 16        |
| PSHSIIICP402 | Dissertation | Practical            | -                 | 200                  | 200            | 8         | 8         |
|              | <b>Total</b> |                      |                   | <b>600</b>           | <b>600</b>     | <b>24</b> | <b>24</b> |

The candidate is required to submit the certificate of completing One Year Diploma course in :  
“CAD, CAM and Computer Aided Technologies in Textile and Apparel Sector – Advanced”  
before end of Semester IV.

| Course Code  | Title                 | Periods/week | Marks | Credits |
|--------------|-----------------------|--------------|-------|---------|
| PSHSIIICP401 | Internship (6 months) | 16           | 400   | 16      |

**Objectives**

- To gain practical textile / apparel industrial experience while learning in given/chosen field/sector.
- To develop skills of detailed report writing and presentations.
- To be able to pitch on an avenue of interest to seek subsequent employment.

**COURSE GUIDELINES****Planning and Executing Internship**

- Introductory outline shall be prepared and submitted on the commencement of the semester highlighting the field /sector of interest
- Due permissions will be sought and deputation protocols will be followed including contacting HR sections of industries/organizations
- Fortnightly reports on the work in progress should be produced both in soft copy and hard copy.
- Final documentation along with the respective company’s certification shall be obtained to prove the authenticity of student’s involvement and performance.
- Work and performance of interns will be supervised and assessed by faculty members who will award the internal marks
- Making and presenting Portfolios, Fashion shows, Exhibitions, Craft documentations, etc will be integral to the course

**Report Writing and Presentation**

- Two copies of final documentation of internship report along with the respective company’s certification shall be obtained to prove the authenticity of student’s performance.
- Interns will present the report for assessment by an internal jury
- Work and performance of interns will be assessed by the internal faculty members who will award the marks along with the supervising faculty

| Course Code | Title        | Periods/week | Marks | Credits |
|-------------|--------------|--------------|-------|---------|
| PSHSIICP402 | Dissertation | 8            | 200   | 8       |

**Objectives:**

- To conduct independent research in chosen area of specialization under mentorship.
- To foster collaborative work with relevant industries, institutes, craft centers, etc.
- To develop general research skills as well as research skills specific to their specialization.
- To adopt best practices in research to facilitate completion of data collection/data entry/data analysis, and writing of report.
- To support students to complete and submit the report for the viva voce examination, integrate feedback, submit the final copy of the report, and write a research paper using the findings of their research.

**COURSE GUIDELINES****Beginning Steps of the Research Process:**

Contacting and communicating with experts

Reading relevant literature

Identifying possible focus areas with regard to one topic; specifying one such focus area using relevant reading and communication with experts writing research objectives/ questions/ hypotheses;

Proposing Methods Specifying variables and defining variables selecting an appropriate research design; making decisions related to sampling; selecting and/or constructing tools, pilot-testing tools

**Beginning Data Collection:**

Obtaining consent from participants and relevant agencies/authorities, Starting data collection and entry

**Completing Data Collection:**

Completing Data Entry and Preliminary Analyses

**Analysing Data and Reporting Results:**

Analysing data; interpreting findings; reporting results in figures/tables and text using scientific protocol; writing the third chapter of the report, namely, the Results, by research objectives/ questions/hypotheses; orally presenting the results and integrating feedback.

Discussing Findings Corroborating own findings with those in previous research and theory; explaining findings using relevant literature and communication with experts; discussing implications of findings for practice/ industry/family/society; suggesting recommendations for future research; writing the fourth chapter of the report, namely, the Discussion, using appropriate scientific protocol

**Summarizing Findings and Completing the Project Report Writing**

Writing project report, namely, the Summary; writing the abstract; revising previous chapters as necessary; completing all other relevant work for the report (e.g., reference list, appendices, table of contents, and list of figures/tables); submitting the report for the viva voce examination.

Submission and Oral Defence; Writing of the Research Paper Orally defending the report; integrating feedback into the final document; submitting the completed report (hard copy and soft copy). Using the report to write a research paper; submitting the research paper (hard copy and soft copy)

**Examination Scheme for MSc Home Science:****Part A: Theory Papers**

All theory papers of 100 marks are to be evaluated in two parts.

**INTERNALS: 40 marks.** This comprises 30 marks for a project, 5 marks for class participation, and 5 marks for the extent to which the student was a responsible learner. See Table below:

|   |          |
|---|----------|
| <ul style="list-style-type: none"><li>One seminar presentation based on the curriculum in the college, assessed by the teacher of the institution teaching PG learners / Publication of a research paper/ Presentation of a research paper in seminar or conference.<br/>A. Selection of the topic, introduction, write up, references- 15 marks.<br/>B. Presentation with the use of ICT- 15 marks.</li><li>Other exercises of equal weightage can also constitute the project: For example, conducting interviews or assessments based on the topics in the curriculum; or reflective writing exercises on topics relevant to the curriculum; or product designing.</li></ul> | 30 Marks |
| <ul style="list-style-type: none"><li>Active participation in routine class instructional deliveries</li></ul>  | 05 Marks |
| <ul style="list-style-type: none"><li>Overall conduct as a responsible learner, communication and leadership qualities in organizing related academic activities</li></ul>  | 05 Marks |

**SEMESTER-END EXAMINATION: 60 marks.** The semester-end question paper is for 2 ½ hours. The semester-end examination question paper has to be set with limited choice within each set of questions.

For all four unit syllabi, the question paper must have five sets of questions of 12 marks each; each of the five questions is compulsory, with options within each question:

- Question 1, carrying 12 marks, has a set of sub-questions from Unit I.
- Question 2, carrying 12 marks, has a set of sub-questions from Unit II.
- Question 3, carrying 12 marks, has a set of sub-questions from Unit III.
- Question 4, carrying 12 marks, has a set of sub-questions from Unit IV.
- Question 5, carrying 12 marks, has a set of sub-questions from Units I, II, III, and IV.
- Possible sub-questions for Questions 1, 2, 3, 4 and 5 include the following formats:  
Answer any 2 sub-questions out of 3, or any 3 out of 5, or any 4 out of 6. (Format may be modified for a lengthier statistics sum.)

|                      | <b>Total Marks/<br/>Duration</b> | <b>Internal<br/>Assessment</b> | <b>Semester<br/>End Exams</b> | <b>Pattern</b>   |
|----------------------|----------------------------------|--------------------------------|-------------------------------|--|
| <b>Theory Papers</b> | 100 marks/<br>2 ½ hours          | 40                             | 60                            | Q 1.(12 marks)- Unit 1<br>Q 2.(12 marks)- Unit 2<br>Q 3.(12 marks)- Unit 3<br>Q 4.(12 marks)- Unit 4<br>Q 5.(12 marks)- Units 1, 2, 3,<br>4, & 5 |

For all three unit syllabi, the question paper must have four sets of questions of 15 marks each; each of the four questions is compulsory, with options within each question:

- Question 1, carrying 15 marks, has a set of sub-questions from Unit I.
- Question 2, carrying 15 marks, has a set of sub-questions from Unit II.
- Question 3, carrying 15 marks, has a set of sub-questions from Unit III.
- Question 4, carrying 15 marks, has a set of sub-questions from Units I, II, & III.
- Possible sub-questions include the following formats: Answer any 2 sub-questions out of 3, or any 3 out of 5, or any 5 out of 8. (Format may be modified for a lengthier statistics sum.)

|                      | <b>Total Marks/<br/>Duration</b> | <b>Internal<br/>Assessment</b> | <b>Semester End<br/>Exams</b> | <b>Pattern</b>  |
|----------------------|----------------------------------|--------------------------------|-------------------------------|---|
| <b>Theory Papers</b> | 100 marks/<br>2 ½ hours          | 40                             | 60                            | Q 1.(15 marks)- Unit 1<br>Q 2.(15 marks)- Unit 2<br>Q 3.(15 marks)- Unit 3<br>Q 4.(15 marks)- Units 1, 2<br>and 3 |

### **Part B: Practical Papers**

Each Practical Paper of 50 marks will be evaluated in a semester-end examination of 50 marks. There are no internal marks for these practical papers. The semester-end examination is of 3 ½ hours.

|                        | <b>Total Marks/<br/>Duration</b> | <b>Internal<br/>Assessment</b> | <b>Semester-End<br/>Exams</b> | <b>Pattern</b> |
|------------------------|----------------------------------|--------------------------------|-------------------------------|----------------|
| <b>Practical Paper</b> | 50 marks/<br>3 ½ hours           | -                              | 50                            | -              |

Dissertation carries 200 marks in Semester IV.

Of these 100 marks, 50 marks are to be scored by the guide (25 marks for process & 25 marks for the product), and 50 marks by the referee(s) on the day of the viva-voce examination (25 marks for the written product & 25 marks for the viva).

Internship carries 400 marks in semester IV. Of these 400 marks, 200 marks are to be evaluated by the college (100 marks for presentation, and 100 marks for attendance), and 200 marks to be evaluated by the organization(100 marks for the overall performance, 50 marks for attendance and 50 marks for the report)