



SunRise University

Approved by Govt. of Rajasthan vide Sunrise University Act, 2011
Recognized by UGC Act, 1956 u/s 2 (f)

MBA FASHION DESIGNING

SunRise University

1. Scheme of Academic

I SEMESTER

PAPER	TITLE OF THE PAPER	MARKS		
		INT	EXT	TOTAL
FDBM1.1	MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	40	60	100
FDBM 1.2	MANAGERIAL ECONOMICS	40	60	100
FDBM 1.3	ACCOUNTING MANAGERS	40	60	100
FDBM 1.4	MARKETING MANAGEMENT	40	60	100
FDBM 1.5	BUSINESS ENVIRONMENT AND CORPORATE GOVERNANCE	40	60	100
FDBM 1.6	MANAGERIAL COMMUNICATION	40	60	100
FDBM1.7	INTRODUCTION TO FASHION INDUSTRY	40	60	100
	TOTAL			

II

SEMESTER

PAPER	TITLE OF THE PAPER	MARKS		
		INT	EXT	TOTAL
FDBM 2.1	HUMAN RESOURCE MANAGEMENT	40	60	100
FDBM 2.2	FINANCIAL MANAGEMENT	40	60	100
FDBM 2.3	BUSINESS RESEARCH METHODS	40	60	100
FDBM 2.4	BUMASTICS	40	60	100
FDBM 2.5	MANAGEMENT INFORMATION SYSTEM	40	60	100
FDBM 2.6	STRATEGIC MANAGEMENT AND BUSINESS LAW	40	60	100
FDBM2.7	APPAREL PRODUCTION PLANNING AND CONTROL	40	60	100
	TOTAL			

III**SEMESTER**

PAPER	TITLE OF THE PAPER	MARKS		
		INT	EXT	TOTAL
FDBM 3.1	ENTREPRENEURSHIP DEVELOPMENT	40	60	100
FDBM 3.2	OPERATION RESEARCH	40	60	100
FDBM 3.3	CUSTOMER RELATIONSHIP MANAGEMENT	40	60	100
FDBM 3.4	CONSUMER BEHAVIOUR IN FASHION INDUSTRY	40	60	100
FDBM 3.5	DESIGN BASICS AND GARMENT CONSTRUCTION –I	40	60	100
FDBM 3.6	DESIGN BASICS AND GARMENT CONSTRUCTION –II (Practical)	40	60	100
FDBM3.7	ELEMENTS OF TEXTILES	40	60	100
	TOTAL			

IV**SEMESTER**

PAPER	TITLE OF THE PAPER	MARKS		
		INT	EXT	TOTAL
FDBM 4.1	TOTAL QUALITY MANAGEMENT	40	60	100
FDBM 4.2	INTERNATIONAL BUSINESS	40	60	100
FDBM 4.3	FASHION EVENT MANAGEMENT	40	60	100
FDBM 4.4	PORTFOLIO PRESENTATION AND CAD (Practical)	40	60	100
FDBM 4 .5	APPAREL EXPORT MANAGEMENT ANDMERCHANDISING	40	60	100
FDBM 4.6	PROJECT REPORT	40	60	100
	TOTAL			

I SEMESTER

MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Paper code: FDBM1.1

OBJECTIVES

- To make students understand fundamental concepts and principles of management, Including the basic roles, skills, and functions of management
- To make students knowledgeable of historical development, theoretical aspects and Practice application of managerial process
- To understand the basic concepts and theories underlying individual behaviour besides Developing better insights into one's own self
- To make students aware of Individual behaviour in groups, dynamics of groups and team
- Building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves

Module 1

Introduction:

Management: Introduction, definition of management, nature, purpose and Functions, levels and types of managers, managerial roles, skills for managers, evolution of Management thought, Fayol's fourteen principles of management and recent trends in Management. Review of a case study

Module 2:

Planning and Organizing:

Planning: Nature of planning, planning process, objectives, MBO, strategies, level of strategies, policies, methods and programs, planning premises, decision making, process of decision making, types of decisions, techniques in decision making.

Organizing: Organization structure, formal and informal organizations, principles of organizations- chain of command, span of control, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, tram based structures, virtual organizations, boundary less organizations. Review of a case study

Module 3:

Controlling: Controlling, importance of controlling, controlling process, types of control, factors influencing control effectiveness. Review of a case study

Module 4:

Introduction: Organizational Behaviour: Introduction, definition, historical development, Fundamental principles of OB, contributing disciplines, challenges and opportunities. Review of a case study

Module 5:

Foundations of Individual Behaviour: Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

Attitude: Formation, components of attitudes, relation between attitude and behaviour.

Perception: Process of perception, factors influencing perception, link between perception and individual decision making.

Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self-management, social awareness, relationship management.

Module 6:

Motivation and Leadership:

Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership.

Module 7:

Group Behaviour: Definition, types, formation of groups, building effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution.

Recommended books

- Essentials of Management-Koontz, 8/e, McGraw Hill
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- Management: Text and Cases-VSP Rao, Excel BOOKS
 - MGMT, An Innovative approach to teaching and learning Principles of Management, Chuck Williams, Cengage Publications, 2010
 - Principles and practices of Management, Kiran Nerkar, Vilas Chopde, Dreamtech Press, 2011
 - Management Theory & practice – Chandan J. S, Vikas Publishing House.
 - Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publication.
 - Stephen P Robbins, Timothy A. Judge, *Organizational behaviour*, , Neharika Vohra, 14th Edition, Pearson, 2012.
 - Michael Butler, *Introduction to Organisational Behaviour*, Jaico Publishing House,
 - Ashwathappa, *Organization Behaviour*, Himalaya Publication House
 - Khandelwal, *ORGB - Nelson, Quick*, 2/e, Cengage Learning, 2012.
 - Anada Das Gupta, *Organizational Behaviour -*, Biztantra, 2011.
 - Arun Kumar and Meenakshi, *Organizational Behaviour: A modern approach*, Vikas Publishing House, 2011.
 - Rao V. S. P, *Organizational Behaviour* –Excel BOOKS, 2009.
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MANAGERIAL ECONOMICS

Paper code: FDBM 1.2

Objectives:

- To make students equipped with the managerial skill sets to give solutions to the real world business problems

Module – I Nature, Scope and fundamental Analysis of Managerial Economics

Nature and scope of managerial economics; Managerial Economist-Role and Responsibilities

Basic Economic tools in Managerial Economics –opportunity cost principle-incremental principle-principle of time perspective –discounting principle –equi-marginal principle; Objectives of firm - Alternative objectives of business firms

Module – II Demand and Elasticity Analysis

Demand –Demand Estimation; Various types of elasticity of Demand; elasticity estimation and its business application; Demand forecasting; methods of forecasting; purposes of forecasting; criteria of a good forecasting; Economic forecasting -methods of economic forecasting

Module – III Cost Analysis

Cost Analysis-Cost concepts and classifications; Cost control and Cost Reduction-tools of cost control; Areas of cost control; factors hampering cost control; approaches to cost reduction.

Module – IV Production Function

Production Functions –Production function with one variable output; production function with two variable inputs; optimal input combinations; managerial use of production functions

Module – V Market Structures

Different market structures; Monopoly; monopolistic; oligopoly; duopoly; price determination Collusive behaviour of firms, cartel behaviour, Game theory and strategic behaviour

Module – VI Pricing Policies

Pricing Policies – Objectives of Pricing Policies; Role of cost in pricing; Demand elasticity and Price Policy; Consumer Psychology and Pricing; price as quality indicator; Fundamentals which affect Price

Decisions; General pricing strategies-cost plus pricing, Marginal cost Pricing, going rate pricing, customary pricing, sealed bid pricing; Special pricing techniques limit pricing; Peak load pricing and transfer pricing; Price forecasting

Block – VII Profit and Break Even Analysis

Profit planning- Break-Even-Analysis; Managerial uses of Break-Even Analysis-Policy guidelines from breakeven analysis; Profit forecasting-Spot projection; BEA; Environmental Analysis; Business Cycle and Business Policies; Operative aspects of macroeconomic policies

Recommended books

- D.M. Mithani (2015) “Managerial Economics: Theory & Application” Himalaya publications 2015, Seventh Edition
 - D.M. (2010), “Managerial Economics (with Cases)” (2010), Himalaya publications 2010, Second Edition.
 - Shankaran, (2006) Managerial Economics, Margam Publications, Chennai, 2006.
 - H.L. Ahuja (2015), Macro Economics- Theory & policy, S. Chand Publishing
 - Mote, Paul Gupta (2006), Managerial Economics, Tata McGraw Hill, 2006
 - D.N. Dwivedi , Managerial Economics, Vikas Publications, New Delhi-2007.
 - Varshney and Maheshwari (2006) Managerial Economics, S.Chand & Sons, New Delhi, 2006.
 - Howard Davies, Pun-Lee Lam, (2001), “Managerial Economics-An Analysis of Business Issues” 3rd Edition, Pearson Publication,May 2001
 - Sytse Douma, Hein Schreuder, (2012) Economic Approaches to Organisations, 5th Edition, Pearson Publication, 2012 Nov.
 - Dominick Salvatore & Ravikesh Srivastava (2012), “Managerial Economics: Principles and Worldwide Applications”, Oxford publication 10 Feb 2012
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ACCOUNTING FOR MANAGERS

Paper code: FDBM 1.3

Objectives

- To explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary
- To explain and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements
- To prepare basic entries for business transactions and present the data in an accurate and meaningful manner
- To prepare basic financial statements and explain the articulation between the basic Statements
- To analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.

Module 1: Introduction to Accounting

Meaning of Accounting, Need and Types of accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equation (problems on accounting equation).

Module 2: Preparation of books of Accounts

Journals, , ledgers and trial balance.

Module 3: Subsidiary Books & Cash Book

Subsidiary book, cash book- two column and three columns and petty cash book

Module 4: Valuation

Valuation of Fixed assets, depreciation accounting, valuation of inventories (as per respective accounting standards issued by Accounting Standard Board of Institute of Chartered Accountants of India)

Module 5: Preparation of Financial Statements

Preparation of final accounts of sole traders; Preparation of final accounts / statement of companies- both horizontal & vertical form of financial statements. (Basic problems on Final accounts of companies)

Module 6: Analysis of Financial Statements

Comparative, common size and trend analysis, Ratio Analysis, Preparation of financial statements using ratios, Preparation of Cash flow and fund flow Statement (only indirect method)

Module 7: Introduction to Cost Accounting

Introduction to cost Accounting- concepts and classification, Different types of cost, Preparation of cost statement (cost Sheet)

Recommended Books

- Narayanaswamy R *Financial Accounting: A Managerial Perspective.*, 5th edition, PHI, 2014
 - Maheswari S. N, Maheswari Sharad K. Maheswari *A Text book of Accounting For Management*, 2nd edition, Vikas Publishing house (P) Ltd. 2013
 - Tulsian P. C *Financial Accounting*, 1st edition, Pearson Education 2002.
 - Ambrish Gupta *Financial Accounting for Management: An Analytical Perspective*, 4th edition, Pearson Education 2009
 - Raman B. S, *Financial Accounting Vol I & Vol II* –, 1st Edition, United Publishers, 2009.
 - Bhattacharya *Essentials of Financial Accounting* (Based on IFRS), 3rd edition, Prentice Hall India 2012
 - Nitin Balwani *Accounting and Finance* Excel Books 2001.
 - Dr. Jawaharlal, *Accounting for Management*, HPH 2011.
 - Khan and Jain, *Management Accounting*, 5th Edition TMH 2010.
 - Louderback and Holmen, *Managerial Accounting*, Cengage learning 2002.
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MARKETING MANAGEMENT

Paper code: FDBM 1.4

Objectives

- To give introduction, basic concepts, and techniques of marketing management
- To know the different behaviour of consumers
- To generate consciousness of marketing mix origins
- To analyse and solve marketing problems with changing business environment.

Module -I Introduction

Marketing Definition, nature, scope and importance of marketing, Approaches to the study of marketing and economic development, traditional and modern concept of marketing. Functions of marketing.

Module-II Management concept

Marketing and Marketing Management, Marketing Process Marketing mix - Marketing environment.- Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.

Module-III New product Idea

Market Segmentation, Targeting, Positioning Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation Product Classification Product-Mix, Product Life Cycle Strategies, Product Diffusion Process, concept of a Product - Product Decisions - Product mix decisions – Brand, Brand Decision - New Product Development – Sources of New Product .idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle.

Module-IV Pricing

Pricing - Price Decisions - Pricing objectives - Pricing policies and constraints- Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy.

Module -V Marketing Channels

Nature of Marketing Channels, Channel Decision and Types of Channel flows - Channel functions - Functions of Distribution Channel– Structure and Design of Marketing Channels -Channel co-operation, conflict and competition – Retailers and wholesalers.

Module– VI Promotion

Promotion Decision - Promotion mix -Advertising and Sales Promotion, Advertising objectives, Advertising Decision, – Developing Advertising Programme – Role of Media in Advertising – Advertisement effectiveness - - Sales force Decision.

Module – VII Marketing Trends

Recent Trends in marketing E-business, Tele-marketing, M-Business, Relationship Marketing, Retailing, Concept Marketing and Virtual Marketing.

Recommended Books

- Marketing Management: A South Asian Perspective – Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012
 - Marketing Management, Ramaswamy V. S. & Namakumari S, 4/e, TMH, 2014
 - Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012
 - Marketing Management Concepts & Cases, S.A.Sherlekar, HPH
 - Marketing Management, Tapan Panda, 2/e, Excel Publication
 - Marketing Management: An Applied Approach, Noel Capon & Siddharth Shekhar Singh, Wiley, 2014
 - Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012
 - Applied Case Studies in Marketing – Shajahan S, Primus BOOKS, 2011.
 - Marketing Management – Karunakaran, HPH.
 - Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.
 - Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.
 - Marketing: Marketing in the 21st Century - Evans & Berman, 2/e, Cengage Learning, 2005.
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BUSINESS ENVIRONMENT AND CORPORATE GOVERNANCE

Paper code: FDBM 1.5

OBJECTIVE:

- The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environmental factors influencing Indian business organizations.

Module 1:- Overview of business

Introduction: Concept, Nature and Scope of Business; Micro & Macro Indicators: forms of business enterprise Concept of business as a system; Business and Environment Interface; Business objectives; Business Ethics and Values; Code of Conduct and Corporate Governance.

Module 2:- Micro & macro environment

Indian Economy and Business environment: Nature and Scope, Structure of the Business Environment – Internal and External environment. Political and Legal Environment: overview, Philosophies, Political System. Economic Environment: overview, Nature of Indian Economy, Changes in recent times. Socio – Cultural Environment: Socio Cultural factors affecting the Business.

Module 3:- Private & public partnership

Structure of Indian Industry: Public and Private Sector Enterprises, Objectives of PSUs, Performance and shortcomings. Private Sector– growth, problems and prospects. SSI – Role in Indian Economy. Disinvestments in Indian public sector Units since 1991. Industry Analysis: Textiles, Electronics, Construction Automobile, FMCG, Telecom, Pharma Sectors.

Module 4:- Monetary policies

Indian Financial System : Monetary And Fiscal Policy, Economic Trends, Price Policy, Stock Exchange Of India, Role of regulatory institutions in Indian financial system – RBI and SEBI, National Income, Role of Industry in Economic Development, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation/Stagflation.

Module 5:- Global environment

Global environment: Meaning and levels of globalization, factors influencing globalization, Liberalisation/ Privatization and Disinvestments, Special Economic Zone (SEZ), concept of MNCs and TNCs, recent growth trends in major industrial segments.

Module 6:- Corporate governance

Introduction, Definition, A historical perspective of corporate governance, Issues in corporate governance, need and importance of corporate governance, benefits of good corporate governance, obligation to society, obligation to investors, obligation to employees, obligation to customers, managerial obligation, Indian cases.

Module 7:- Corporate social responsibility

Types and nature of social responsibilities, CSR principles and strategies, models of CSR, Best practices of CSR, Need of CSR, Arguments for and against CSR, CSR in Indian perspective, Indian examples.

Recommended Books

- Misra S. K & Puri V. K. - *Economic Environment of Business* –, 6/e, Himalaya publishing house, 2010.
 - Justin Paul. - *Business Environment: Text and Cases* - 3/e, McGraw Hill, 2011.
 - Fernando A. C. - *Corporate Governance: principles, policies and practices* –2/e, Pearson, 2011.
 - Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition).
 - Suresh Bedi: Business Environment, Excel, New Delhi.
 - Balachandran V, & Chandrashekharan V. - Corporate Governance, Ethics and social responsibility - 2/e, PHI, 2011.
 - Badi N. V- Corporate Governance –Vrinda Publications, 2012.
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MANAGERIAL COMMUNICATION

Paper code: FDBM 1.6

Objectives

- This course provides essentials skills required to do effective business communication

Module 1: Introduction

Attributes of communication: Essentials of good communication. Process of communication; Receiver, sender, encoding, decoding, response; Barriers to communication: physical barriers, language (semantic barriers) socio-psychological barriers, cross cultural barriers methods to overcome the barriers.

Module 2: Objective and types of communication

Information, order, education and training, motivation, counselling, warning, request, complaint; horizontal, vertical, upward, downward communication; Channels of communication: formal and informal communication; advantages and disadvantages; Grapevine communication: introduction, advantages and disadvantages.

Module 3: Media and mode of communication

Media and Modes of communication: telephone, mobile phones, internet, print media, electronic communication, video conferencing, films, television, fax; methods of communication: verbal – oral and written; non verbal communication, body language, gesture, handshakes, posture, eye contact; graphics; Forms of communication one to one communication, group communication, types of group communication; problems of group communication.

Module 4: Marketing

Meeting: types of meetings: advantages and disadvantages of meetings; conduct of meeting, writing notice , agenda and minutes; Listening, importance of listening, steps in listening, blocks to effective listening, improving listening skills.

Module 5: Writing communication

Written Communication: Tactful use of language, handling negative-ness; active and passive voice; techniques of emphasis; Business letters, layout of business letters; parts of a letter, style of layout,

Types of business letters, personnel letters, enquiries and replies, orders and replies, complaints and claims, sales letters; Job applications, writing covering letter, writing resumes, letters to applicants.

Module 6: Summarization and Report writing

Uses of summarizing skills, Negotiation skills: Nature and need for negotiation, Factors affecting negotiation, negotiation strategies; Report writing: types of reports, structure of a report, parts, parts of a report; Presentations: layout of a presentation, advantages and disadvantages.

Module 7: Public relations and job interview

Public relations, objectives of public relations; internal public relations, external public relations; use of mass media in public relations; Interviews, purpose of interviews, types of interviews, candidate's preparation for the interview, role of the interviewer.

Recommended books

- Chaturvedi P. D, & Mukesh Chaturvedi, *Business communication: concepts, cases and applications* –,2/e, Pearson Education,2011
 - Mary Ellen Guffey, *Business communication: process and product* –, 3/e, Cengage Learning, 2002.
 - Communication – Rayudu C. S, HPH.
 - Lesikar, Flatley, *Business communication*, Rentz & Pande, 11/e, TMH, 2010
 - Penrose, Raspberry, Myers, *Advanced Business Communication*, 5/e, Cengage Learning, 2004.
 - Lehman, DuFrene, Sinha *BCom* , Cengage Learning, 2/e, 2012
 - Madhukar R. K, *Business communication*, 2/e, Vikas Publishing House.
 - Ashraf Rizvi M, *Effective technical communication*, TMH, 2005.
 - Sehgal M. K & Khetrpal V, *Business communication*, Excel BOOKS.
 - Krizan, Merrier, Jones *Business communication*, 8/e, Cengage Learning, 2012.
 - Raj Kumar, *Basic business communication*, Excel BOOKS, 2010.
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INTRODUCTION TO FASHION INDUSTRY

Paper Code – FDBM1.7

Objectives:

- To introduce students to Fashion, Textile and Retail Industry.
- To acquaint students with Fashion Management education to empower them to be well equipped professionals.

Module 1: Nature of Fashion Industry

Concept of fashion: Importance of Fashion: The Fashion process; The special language of Fashion: Components of Fashion: Fashion and the Individual; Origins and Channels of Fashion change: Fashion as a reflection in social and cultural context: The concepts, diffusion and characteristics of Fashion Innovation: Influential leaders of Diffusion

Module 2: Introduction to Fashion

Fashion terminology; Fashion life cycles and seasons: Analysis of Fashion life cycles: Fashion theories and its importance: Role of Fashion designers: Career opportunities; Current trends in Fashion: Elements and fundamental principles of design; analyse the impact of color on Fashion: Color theories

Module 3: Basics in Textiles

Definition of Fibre, Yarn and Fabric: Differentiate between natural and manufactured fibres; Major classifications of fibre, yarn and fabric; Major dyeing and printing methods: Difference between dyeing and printing; Elementary weaves and knits: Importance of textiles in the apparel industry

Module 4: Fashion Development

Fashion dictatorship: Growth of couture: Effects of Industrial revolution, Great Depression, World War I and II on Fashion; 19th century Fashion: Retailing in 19th century; Mass production: Invention of sewing machine

Module 5: Fashion Communication

Fashion as a symbol: The language of Fashion symbols: The individual decision making process; Fashion as verbal and visual communication: Sources of information: Psychological approaches to Fashion adoption; Applications of Fashion symbolism

Module 6: Visual Merchandising

Store planning and design; Elements of visual merchandising; Windows and interiors

Module 7: Introduction to Fashion Retailing

Definition and importance of Fashion Retailing; Types of Retailers and Ownerships: Types of Retail stores and location: Discount retailing; Elements of Retail mix; Retail marketing strategies

Recommended books

- Stephens, Gini “*Fashion - From concept to customer*” Prentice Hall career and technology, 1994
 - Sproles, George B. and Burns, Leslie D. “*Changing Appearances – Understanding Dress in Contemporary Society*” Fairchild Publications, 1994
 - Collier, Billie J. and Tortora, Phyllis G. “*Understanding Textiles – 6th Edition*” Prentice Hall, 2011
 - Pradhan, Swapna “*Retailing Management – Text and Cases*” McGraw Hill Education, 2012
 - Murphy, W.S. “*Textile Weaving and Design*” Abhishek Publications, 2000
 - Dickerson, Kitty “*Inside the Fashion Business*” Pearson Education, 2003
 - Crograve, Bronwyn “*Costume and Fashion- A Complete History*” Octopus Publishing, 2000
 - Burns, Leslie D. and Bryant, Nancy O. “*The Business of Fashion*” Fairchild Publications, 2002
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II

SEMESTER

HUMAN RESOURCE MANAGEMENT

Paper code: FDBM 2.1

OBJECTIVES

- To prepare the students to understand the changing environment and its implication for managing the Human Resources to achieve the competitive advantage and corporate excellence.
- To make the students to understand the linkages between corporate vision mission strategies policies and human resources management.
- To help the students to understand the intricacies of Human Resources management and acquire skills in effectively managing human resources in whatever functional areas of management they would be engaged

Module 1: Human Resource Management

Introduction, meaning, nature, scope of HRM. Importance and Evolution of the concept of HRM. Major functions of HRM, Principles of HRM, Organization of Personnel department, Role of HR, Manager. HRM's evolving role in the 21st century.

Module 2: Job Analysis & Human Resource Planning

Job Analysis: Meaning, process of Job Analysis, methods of collecting job analysis data, Job Description and Job Specification, Role Analysis.

Human Resource Planning: Objectives, Importance and process of Human Resource Planning, Effective HRP.

Module 3: Recruitment, Selection & Placement

Recruitment: Definition, Constraints and Challenges, Sources and Methods of Recruitment, New Approaches to Recruitment.

Selection: Definition and Process of Selection.

Placement: Meaning, Induction/Orientation, Internal Mobility, Transfer, Promotion, Demotion and Employee Separation.

Module 4: Training & Development, Performance Appraisal

Training and development: Training v/s development, Training v/s Education, Systematic

Approach to Training, Training Methods, Executive Development, Methods and Development of Management Development, Career and Succession Planning. Meaning of HRD, Importance of HRD, Difference between HRM & HRD.

Performance Appraisal: Concept of Performance Appraisal, the Performance Appraisal Process, Methods of Performance Appraisal, Essential Characteristic of an Effective Appraisal System

Module 5: International HRM

Introduction: The Enduring Context of IHRM; IHRM: Sustaining the International Business Operations; Recruitment and Selection process in International scenario, Training and Development of in multi cultural scenario; Repatriation and Knowledge Management;

Module 6: Organization Change

Organization Change: The need and n importance of change, Forces of Change, Types of Change, characteristics of effective change programs, Models of Change, Resistance to change, How to Overcome resistance to change.

Module 7: Industrial relations

Industrial relations: Meaning, importance, Dunlop model of IR, Approaches to IR

Trade unions and trade unionism: Theories of trade unions, trade union law, trade unionism in India, issues and problems, employees associations, managerial unionism.

Introduction to labour Laws: Factories act 1948, workmen compensation 1923, ESI act 1948, Provident fund act 1952, Bonus act, 1965, Gratuity Act of 1972

Recommended books

- VSP Rao, *Human resource management*, EB
 - Wayne F Cascio, *Managing human resources*, TMH
 - Fisher, Schoenfeldt and James Shaw, *Human resource management*, Biztantra
 - Raymond, John, Barry and Patrick, *Human resources management*, TMH
 - Robert Mathis and John Jackson, *Human resource management*, Thomson
 - Gary Dessler, *Human resource management*, Pearson
 - Jyothi and Venkatesh, *Human resource management*, Oxford
 - Angelo DeNisi and Ricky Griffin, *Human resource management*, Biztantra
 - Wayne Mondy and Robert Noe, *Human resource management*, Pearson
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FINANCIAL MANAGEMENT

Paper code: FDBM 2.2

Objectives:

- To explain the basic functions and responsibilities of a financial department in a business/ firm;
- To elaborate the key decision areas in financial management-investment, financing, dividend and working capital management
- To explain the various techniques of evaluation of investment proposals
- To discuss the various factors to be considered in designing the target capital structure.

Module 1: Financial management

Introduction to financial management, objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers. Interface of Financial Management with other functional areas.

Indian financial system – Primary market, Secondary market – stocks & commodities market, Money market, Forex markets. (Theory Only)

Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles (Theory only)

Module 2: Time value of money

Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization.

Module 3: Cost of Capital

Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model). Cost of retained earnings. Determination of Weighted average cost of capital(WACC) and Marginal cost of capital.

Module 4: Investment decisions

Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return. Estimation of cash flow for new project, replacement projects.

Module 5: Working capital management

Factors influencing working capital requirements. Current asset policy and current asset finance policy. Determination of operating cycle and cash cycle. Estimation of working capital requirements of a firm (Does not include Cash, Inventory & Receivables Management)

Module 6: Capital structure and dividend decisions

Planning the capital structure. Leverages – Determination of operating leverage, financial leverage and total leverage. Dividend policy – Factors affecting the dividend policy -dividend policies- stable dividend, stable payout.

Module 7: Emerging Issues in Financial management

Derivatives, Mergers and Acquisitions, Behavioural Finance, Financial Modelling, Financial engineering, risk management. (Theory Only)

Recommended books

- Prasanna Chandra , *Financial management* -, 8/e, TMH, 2011.
 - R K Sharma and Shashi K Gupta, *Financial management*, Kalyani Publications -2012
 - Khan M. Y.& Jain P. K *Financial management*, 6/e, TMH, 2011.
 - Rajiv Srivastava and Anil Misra, *Financial management*, Second edition, Oxford University Press,2011
 - Vanhorne, James C, *Financial management & policy*-. , 12/e, Pearson, 2002
 - M Pandey, *Financial management*, Vikas Publications -2013
 - Brigham & Houston, *Fundamentals of financial management*, 10/e, Cengage Learning
 - Damodaran, *Corporate finance*, , 2/e, Wiley India (P) Ltd., 2000
 - Paresh P., Shah, *Financial management*, 2/e, Biztantra.
 - Sheeba Kapil, *Fundamentals of financial management*, Pearson,2013
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BUSINESS RESEARCH METHODS

Paper code: FDBM 2.3

Course Objective

- The objective of the course is to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper (s).

Module 1 Business Research

Meaning, types, process of research- management problem, defining the research problem, formulating the research Hypothesis, develop the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and interpretation. Research Application in business decisions, Features of good research study.

Module 2 Types of Business Research Design

Exploratory and Conclusive Research Design Exploratory Research: Meaning, purpose, methods – secondary resource analysis, comprehensive case methods, expert opinion survey, focus group discussions. Descriptive Research - Meaning, Types

Experimental research design – Meaning and classification of experimental designs- Pre experimental design, Quasi-experimental design, True experimental design, statistical experimental design.

Observation Research – Meaning – Uses – Participation and Non-participation – Evaluation – Conducting an Observation study – Data collection

Module 3: Sampling

Concepts- Types of Sampling - Probability Sampling – simple random sampling, systematic sampling, stratified random sampling, cluster sampling -Non Probability Sampling– convenience sampling- judgemental sampling, snowball sampling- quota sampling – Errors in sampling.

Module 4: Data Collection

Primary and Secondary data

Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection. Questionnaire design – Meaning - process of designing questionnaire.

Secondary data -Sources – advantages and disadvantages

Measurement and Scaling Techniques: Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Multi-Dimensional Scaling.

Module 5: Preparing the Data for Analysis

Editing, Coding, Classification, Tabulation, Validation
Analysis and Interpretation

Module 6: Hypothesis

Meaning, Types, characteristics, source, Formulation of Hypothesis, Errors in Hypothesis Parametric and Non Parametric Test: T-Test, Z-Test, F-Test, (Theory Only)
Statistical Analysis: Bivariate Analysis (Chi-Square only), Multivariate Analysis (Theory Only)

Module 7: Report writing and presentation of results

Importance of report writing, types of research report, report structure, guidelines for effective documentation. Identify the problem and collect relevant literatures and data for analysis. Data Interpretation and report writing: Short and Long reports. Report presentation methods, ex: Power Point Presentation, etc

Recommended books

- C R Kothari, Vishwa Prakashan ,*Research methodology*,2002
 - Donald R. Cooper & Pamela s Schindler *Business research methods.*, TMH/9e/2007
 - SL Gupta and Hetesh Guptha, *Business research methods*, McGraw hill – 2012
 - Naresh K Malhotra, *Marketing research*, Pearson Education /PHI/5e/2007
 - J K Sachdeva, *Business research methodology*, HPH-2e-2011
 - William M C Trochi, *Research methods*, Biztantra, 2/e, 2007
 - O R Krishnaswami, M Ranganatham *Methodology of research in social sciences*,HPH, 2007
 - Deepak Chawla and Neena Sondhi, *Research methodology – concepts and cases*, Vikas Publication – 2011
 - C Murthy, *Research methodology*, Vrinda Publication - 2011
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BUMASTICS

Paper code: FDBM 2.4

OBJECTIVE

- To introduce analytics as a tool for business decision making
- To learn multivariate statistical methods to explain or predict the measured values
- To familiarize the use of project management evaluation techniques
- To orient the students with research tools

Module 1:- Mathematical basis for managerial decision making,

Matrices, Functions linear, quadratic exponential applications, Differentiation, Maxima & Minima
Emphasis on cost and revenue functions, Fundamentals of integration, Ratio and Proportion.

Module 2

Statistics and scope,

Application of Statistics in Managerial Decisions making, Definition of Statistics, Descriptive
Statistics: Measures of central tendency - Problems

Module 3:- Measures of dispersion

Karl Pearson correlation, Spearman's Rank correlation, simple and multiple regressions (problems on
simple regression only)

Module 4:- Probability Distribution:

Concept and definition - Rules of probability – Random variables – Concept of probability distribution
– Theoretical probability distributions: Binomial, Poisson, Normal and Exponential – Baye's theorem
(No derivation) (Problems only on Binomial, Poisson and Normal)

Module 5:- Time Series Analysis & Index Numbers:

Introduction and Objectives of Time Series-Variations in Time Series-Methods of Estimating Trend-
Laspeyre's, Paasche's, Fisher's and CPI

Module 6 :-Sampling,

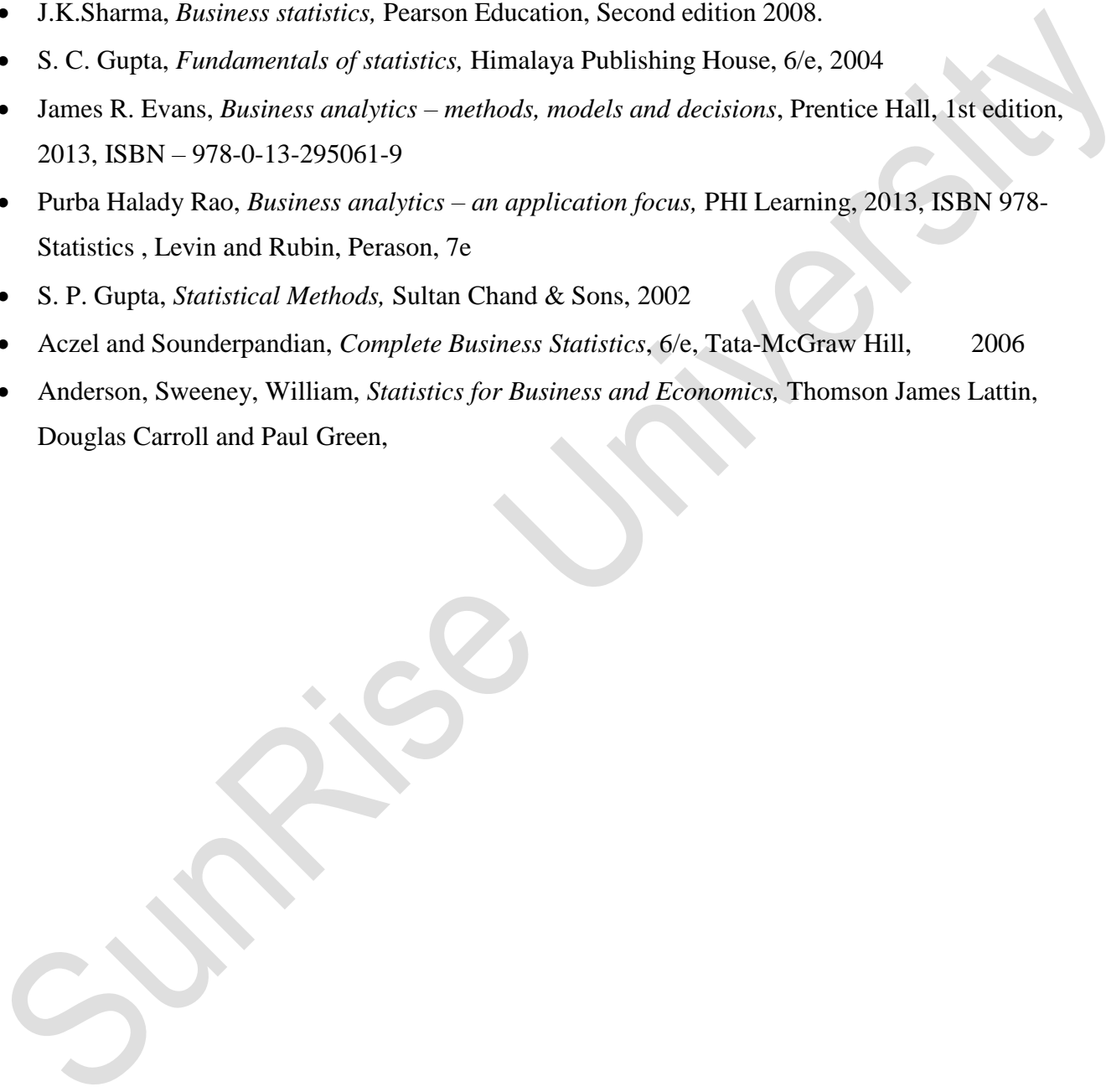
Sampling distributions, Introduction to central limit theorem Estimation, confidence interval,

Module 7:- Hypothesis testing

Basic concept, Hypotheses testing for mean and proportions for small and large samples, ANOVA ONE WAY AND TWO WAY, NON parametric tests, Chi square, sign test, run test, median test rank sum test

Recommended books

- J.K.Sharma, *Business statistics*, Pearson Education, Second edition 2008.
- S. C. Gupta, *Fundamentals of statistics*, Himalaya Publishing House, 6/e, 2004
- James R. Evans, *Business analytics – methods, models and decisions*, Prentice Hall, 1st edition, 2013, ISBN – 978-0-13-295061-9
- Purba Halady Rao, *Business analytics – an application focus*, PHI Learning, 2013, ISBN 978- Statistics , Levin and Rubin, Perason, 7e
- S. P. Gupta, *Statistical Methods*, Sultan Chand & Sons, 2002
- Aczel and Sounderpandian, *Complete Business Statistics*, 6/e, Tata-McGraw Hill, 2006
- Anderson, Sweeney, William, *Statistics for Business and Economics*, Thomson James Lattin, Douglas Carroll and Paul Green,



MANAGEMENT INFORMATION SYSTEM

Paper code: FDBM 2.5

Objectives:

- The primary objective of this course is to familiarize the student with basic concepts of information technology, introduce the student to business processes and latest business applications and enhance decision making capabilities through information systems.

Module 1 Introduction to Information Systems

Organization and information systems, Applications in Business, Business processes and its importance in MIS. Managers & Activities- Roles and activities, Decision making in Information system, Decision structure; Data Information systems & Strategic implications; Data and Information, System approaches, Organizational sub-systems, support system.

Module 2 Computer Fundamentals

Basic concepts of computer, Development of computer systems, Input/output devices, Generations of computer, Types of computer. Computer storage and memory- RAM/ ROM, Secondary storage devices, Hardware and software, Types of software. Computer Networks- Types of Networks- LAN, WAN, MAN, Internet and intranet, connecting to Internet, Internet Applications, Search Engines, and Network Topology. Disk operating system- DOS, Structure of DOS, BIOS, Functions of operating systems, Types of OS.

Module 3 Information system categories

Transaction processing systems (TPS): Processing types, Batch processing, Real time processing; MIS and Office Automation systems; Traditional and automated systems, Office information system integration, Collaborative systems and office management; Decision Support systems- Characteristics, Communication and data driven DSS. Expert system and executive information systems- Building blocks of expert system, EIS and its business applications.

Module 4 System Development life cycle

SDLC stages, Processes.

SDLC Models: Water fall model, Iterative model, spiral model, V-Model, Agile and RAD model.
Decision table and structure diagram- Balanced decision tables, structure chart and flow chart
Database- categories of database, RDBMS, database options and features, database administration.

Module 5 Electronic Business

E-commerce, e-commerce at various verticals, e-commerce in India. Electronic Commerce models, Business to consumer and consumer to business model, growth and challenges; Value Chain in electronic commerce, cycle of electronic commerce, e-commerce and business processes, online shopping and virtual community. Electronic commerce in fashion and apparel industry- an over view.

Module 6 Enterprise Resource planning

Evolution-MRP-I & MRP-II, ERP-I & ERP-II. Supply chain management systems, Logistics and inventory management systems, Information in supply chain management; Customer Relationship Management systems and Knowledge management systems- Design and implementation. ERP implementation process and challenges.

Module 7 Computer Security and ethics

Information security: Security challenges and threats, Hacking, cyber theft, software piracy, Piracy of intellectual property; Computer Security management, Virus, worms, spyware, anti-virus and firewall; Internal and external threats in an organization; Cyber terrorism.

Recommended books

- Kenneth J Laudon, Jane P. “*Management information systems*”, Laudon, Pearson/PHI,10/e, 2007
 - W. S. Jawadekar, *Management information systems* “,Tata McGraw Hill Edition, 3/e, 2004
 - James A. O’ Brien “Introduction to information system”, Tata McGraw Hill, 12th Edtion.
 - S.Sadagopan, “*Management information systems*”, PHI, 1/e, 2005
 - Effy Oz, Thomson “*Management information systems*”, Course Technology, 3/e, 2003
 - ”, Lynda M AppleGate, Robert D Austin, *Corporate information strategy and management*, Tata McGraw Hill, 7th Edition.
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STRATEGIC MANAGEMENT AND BUSINESS LAW

Paper code: FDBM 2.6

Objectives:

- To explain, core concepts in strategic management to provide examples of their relevance and use by actual companies
- To focus on what every student needs to know about formulating, implementing and executing business strategies in today's market environments
- To equip students to have the glimpses of various business legislations in the global environment and to make students understand legislations and enabling them to assert their rights emerging out business at the same time knowing the compliance of legal requirements of business transactions.

Module 1: Meaning and Nature of Strategic Management

Its importance and relevance. Characteristics of Strategic Management. The Strategic Management Process. Relationship between a Company's Strategy and its Business Model.

Module 2: Strategy Formulation

Developing Strategic Vision and Mission for a Company – Setting Objectives – Strategic Objectives and Financial Objectives – Balanced Scorecard. Company Goals and Company Philosophy. The hierarchy of Strategic Intent – Merging the Strategic Vision, Objectives and Strategy into a Strategic Plan.

Module 3: Analyzing a Company's External Environment

The Strategically relevant components of a Company's External Environment – Industry Analysis – Industry Analysis – Porter's dominant economic features – Competitive Environment Analysis – Porter's Five Forces model – Industry driving forces – Key Success Factors – concept and implementation.

Module 4: Analyzing a company's resources and competitive position

Analysis of a Company's present strategies – SWOT analysis – Value Chain Analysis – Benchmarking Generic Competitive Strategies – Low cost provider Strategy – Differentiation Strategy – Best cost provider Strategy – Focused Strategy – Strategic Alliances and Collaborative Partnerships – Mergers and Acquisition Strategies – Outsourcing Strategies – International Business level Strategies.

Module 5: Introduction to business law in India

Growth and Sources of Business Laws-Scope of Business Law- Essential elements of the legal system- Law and the legal system; Sources of law; The law of obligations; The Indian Contract Act, 1872-The Indian Sale of Goods Act 1930-The Partnership Act 1932-The Negotiable Instruments Act, 1881-The Industries (Development & Regulation) Act 1951-The Companies Act-1956-The MRTP Act-1969-The Prevention of Food Adulteration Act-1954-The standards of Weights and Measures Act 1958-The Packaged Commodities Rules-1975-The Consumer Protection Act-1986

THE INDIAN PATENT ACT, 1970 & 2004: Patent, patentee, Inventions and Non inventions, EMR, grant of patent, opposition to patent, surrender of patent, infringement of patent, Copy right and design

Module 6: The Information Technology Act and Foreign Exchange Management

THE INFORMATION TECHNOLOGY ACT, 2000: Significance of E- Commerce and E governance, paperless society importance terms in IT Act, digital signature, certifying; authority, computer resources, cyber crimes, offences and penalties;

FOREIGN EXCHANGE MANAGEMENT ACT, 1999: Definition of Foreign Exchange, money changer, rules regarding ownership of immovable property, money laundering, hawala transaction, directorate of enforcement, penalties and offences.

MODULE: 7 WOMEN AND HUMAN RIGHTS ACT WORK-PLACE AND ENVIRONMENT PROTECTION ACT, 1986

WOMEN AND HUMAN RIGHTS AT WORK-PLACE: Gender Equality, harassment of women in organisation, types, fundamentals rights, nature of human rights, NHRC, UN protocol on Human Rights, Job reservation in private sectors, discrimination, whistle blowing, pros and cons, Supreme Court on protecting women rights at workplace.

ENVIRONMENT PROTECTION ACT, 1986: concepts of environment, environment; pollution, environment pollutants, hazardous substance, occupier, types of pollution; global warning, causes for ozone layer depletion, remedies, powers and rules of central; government to protect and promote environment in India.

Recommended books

- S.S. Gulsan (2006) “ Business Law”, 3rd Edition, Excel Books, 2006
 - Akhileshwar Pathak (2009), “Legal Aspects of Business”, 4th edition, Tata McGraw - Hill Education
 - K.R. Bulchandani(2012), Business Law for Management, 6th edition, Himalaya Publishing House Pvt. Ltd.
 - P.K. Goel,(2006) “Business Law for Managers”, Biztantra/Wiley India, 2006
 - C L Bansal (2007),” Business and Corporate Laws”, Excel Books, 2007
 - Sarvanvel and S. Sumathi (2005) “Business Law for Management”, Himalaya Publishing House Pvt. Ltd, 2005
 - M.C Kuchhal & Vivek Kuchha (2013) “Business Law”, S.Chand (G/L) & Company Ltd; Sixth edition (2013)
 - Bose D. Chandra (2008) “Business Law”, PHI Publications (2008)
 - Crafting and Executing Strategy, Arthur A. Thompson Jr., AJ Strickland III, John E Gamble, 18/e, Tata McGraw Hill, 2012.
 - Strategic Management - Analysis, Implementation, Control, Nag A, 1/e, Vikas, 2011.
 - Strategic Management, Kachru U, Excel BOOKS, 2009. 31
 - Strategic Management, Saroj Datta, jaico Publishing House, 2011.
 - Contemporary Strategic Management, Grant, 6/e, 2012, Wiley India.
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APPAREL PRODUCTION, PLANNING AND CONTROL

Paper Code – FDBM2.7

Objectives:

- To emphasis on the improved methods of material control in apparel production
- To acquaint student with quality concepts for implementing quality in apparel production

Module 1: Introduction to Apparel control analysis and parameters

Control parameters and basic data of styles and generalised garment types; New program analysis: Style wise design wise analysis on production parameters; Product development and duplication

Module 2: Introduction to Apparel planning and production concepts

Concepts of concurrent engineering and reverse engineering Production planning: Time and action calendar: Steps between prototypes to approved sample production; Sample product data management and understanding specification sheets: Effective communication

Module 3: Apparel operational techniques

Operation break down and production sequence; Identification of bottle necks and critical area: Operation wise machinery allocation; Usage of special attachments and tools for operation simplifications: Production grid and flow chart

Module 4: Apparel Planning and Production control tools

Cutting techniques: Cutting room controls: Lay lot planning: Bundle distributions: Modern methods in cut piece distribution and tracking different manufacturing systems; Mass customisation and made to order manufacturing systems; Disadvantages and control measures in sewing

Module 5: Apparel production planning

Production floor balancing: Line balancing: Allocation of man power; Production set up planning for a shirt factory: Production set up planning for a bottoms and jacket factory; Production set up planning for a fully integrated apparel manufacturing plant

Module 6: Apparel Quality Planning and Control

Quality control in product development, printing, embroidery, washing and other accessories; Quality planning: Quality procedures; Production meetings: Preproduction meetings; In line inspection: Final inspection: Rescreening conditions

Module 7: Packing

Ratio of packing: Solid packing; Short shipment: Excess shipment; Calculation of volumetric weight: Carton dimension

Recommended books

- Solinger, Jacob “*Apparel Production Handbook*”, Reinhold Publications, 1998.
- Carr, H. and Latham B. “*The Technology of Clothing Manufacturing*”, Blackwell Science, U.K., 1994.
- Shaeffer, Claire “*Sewing for the Apparel Industry*”, Prentice Hall, New Jersey, 2001
- Chuter, A.J. “*Introduction to Clothing Production Management*”, Blackwell Scientific Publications, Oxford 2001.
- Glock, Ruth E. and Kunz, Grace I. “*Apparel Manufacturing - Sewn Product Analysis*”, Fourth Edition, Pearson Education.



III

SEMESTER

ENTREPRENEURSHIP DEVELOPMENT

Paper code: FDBM 3.1

Objectives:

- This course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business

Module-1 Concept and Emergence of Entrepreneurship

Entrepreneurship: concept, knowledge and skills requirement; Characteristics of entrepreneurs, Role of entrepreneurship in economic development; Value addition and Employment Creation Entrepreneurship process, factors impacting emergence of entrepreneurship; Managerial V/S entrepreneurial approach and emergence of entrepreneurship; Women Entrepreneurship in India - Growth and Possibilities; Entrepreneurship Development in Urban India

Module-2 Starting Business

Starting the venture, generating business idea sources of new ideas; methods of generating ideas, creative problem solving, opportunity recognition; environment scanning ;competitor and industry analysis,

Module-3 Feasibility Study

Feasibility study, market feasibility; technical/operational feasibility; financial feasibility;

Module-4 Business Plan

Business plan; preparing project report; presenting business plan to investors; Why Business Plans Don't Get Funded: An Entrepreneurial Perspective; Community Environment for Entrepreneurship; Functional plans,

Module-5 Marketing and Manpower Planning

Marketing plan -marketing research for the new venture; steps in preparing marketing plan, contingency planning; organizational plan – form of ownership; designing organization structure, job

design, manpower planning; financial plan; cash budget, working capital; proforma income statement; proforma cash flow, proforma balance sheet, break even analysis;

Module-6 Small Scale Industries and Financial Institutions

Meaning and Growth of MSEs; Small Scale Industries; Significance; problems and remedies; Industrial Policies; foreign direct investment (FDI); Sources of finance, debt or equity financing, commercial banks; venture capital, Financial Institutions supports Entrepreneurs,

Module- 7 National Skill Development Programs for Entrepreneurship

National Policy for the Development of Women Entrepreneurs in India; National Skill Development; Skill Development in India: Vocational Education and Training System; supporting entrepreneurs

Recommended books

- Allen, Kathleen R, (2006) “*Growing And Managing a Small Business An Entrepreneurial Perspective*” Publisher- Houghton Mifflin College Div
 - Madhurima Lall & Shika Sahai (2008) *Entrepreneurship, Excel Publication, 2nd edition*
 - Arun Mittal & S L Gupta (Author) (2011), “*Entrepreneurship Development*”, International Book House Pvt. Ltd. (2011)
 - G.R Krishna, Nobert Koubek, A.K. Singh, Nagendra.S (2011) “*Entrepreneurship And Development*”, Edited Book, SITA publications , Mumbai, 2011
 - Rajeev Roy (2011) “*Entrepreneurship*” Oxford Higher Education, Aug-2011
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OPERATIONS RESEARCH

Paper code: FDBM 3.2

Module I: Introduction to Operations Research.

Definition, Scope of Operations Research, characteristics, advantages and limitations. Quantitative approach to decision making, models & modelling in Operations Research.

Module II: Linear programming

Structure of linear program model, Assumption, Advantages, Limitations, General mathematical model, Guidelines for formulation of linear programming model, graphical method, algorithm (Only illustrative problems) Duality in linear programming..

Module III Transportation problem

General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM & VAM), test for optimality (MODI Method), degeneracy (theory only), Assignment problems, Introduction, General structure. problems on minimization & maximization

Module IV: Decision theory

Decision under uncertainty- Maxmin & Minmax, decision under Risk- Expected Value, decision tree problems. Job Sequencing- N Jobs-two machines and N Jobs-three machines, 2 jobs-M machines cases.

Module V Theory of games

Formulation of game models, Two person Zero sum games & their solution, $2 \times N$ and $M \times 2$ games, pure strategy games with saddle point, Mixed strategies (Graphical and algebraic methods), Limitations of game theory.

Module VI Simulation

Process of simulation, types of simulation, steps in simulation process, Monte Carlo simulation, application in queuing, inventory, finance, marketing and HR areas, Advantages & Disadvantages.

Module VII Queuing theory

General structure of queuing system, operating characteristics of queuing system, Queuing models (Problems on M/M/1)

Module VIII Project management

Structure of projects ,phases of project management-planning, scheduling, controlling phase, work break down structure, project control charts, network planning, PERT & CPM ,Network components & precedence relationships, critical path analysis, probability in PERT analysis, theory of crashing. Practical Components:

Recommended books

- Sharma S. D, Kedar Nath, *Operations Research: Theory, Methods and Applications*, Ram Nath & Co.
 - *Operations Research: An Introduction* Taha H. A, 9/e, PHI 39
 - Sharma J. K, *Operations Research: Theory and Applications*, 4/e , Macmilan, 2010
 - Vohra N. D, *Operations Research*, 4/e, TMH, 2010.
 - Anand Sharma, *Operations Research*, HPH.
 - Anderson Sweeney, Williams, *Quantitative Methods for Business* 10th edition, Cengage, 2011
 - Frederick S. Hillier, Gerald J. Lieberman, *Introduction to Operations Research*, 9/e, Tata McGraw-Hill, 2011.
 - Kalavathy S, *Operations Research*; 3/e, Vikas Publishing House.
 - Samuel J. Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margrett M. Sutton with MR Gopalan, *Project Management*, Wiley India, 2011.
 - Kothari C R, *An Introduction to Operations Research - 3/e*, Vikas Publishing House, 2011.
 - Anitha H. S, *Operations Research* –Excel Books, 2010.
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CUSTOMER RELATIONSHIP MANAGEMENT

Paper code: FDBM 3.3

Objectives

- To understand the working concepts and principles of CRM
- To understand and manage Customer Relationship.
- To understand trends of CRM as an IT enabled function

Module: I Introduction to CRM

History of CRM, Definition and concepts of CRM, Marketing Era - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling -Service Level Agreements (SLAs).

Module: II Marketing concepts in CRM

CRM in Marketing, importance of CRM- One-to-one Relationship Marketing - Cross Selling & up Selling- Customer Retention, Behaviour Prediction - Customer Profitability & Value -Channel Optimization - Event-based marketing.

Module: III CRM and Customer Services

CRM and Customer Service - The Call-Centre, Call Scripting - Customer Satisfaction Measurement. Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation.

Module: IV E-CRM

CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

Module: V CRM Analysis

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts- Data analysis - Market Basket Analysis (MBA), Personalization and Collaborative Filtering.

Module: VI CRM Implementation

CRM Implementation - Defining success factors - Preparing a business plan requirements, Choosing CRM tools –and approaches- Managing customer relationships

Module: VII CRM Strategy and scenario

Re setting the CRM strategy. Selling CRM internally - CRM development Team - comparison of Indian and international scenario.

Recommended books

- Alok Kumar Rai, *Customer relationship management concept & cases*, Prentice Hall of India Private Limited, New Delhi. 2011
- S. Shanmugasundaram, *Customer relationship management*, Prentice Hall of India Private Limited, New Delhi, 2008
- Kaushik Mukherjee, *Customer relationship management*, Prentice Hall of India Private Limited, New Delhi, 2008
- Jagdish Seth, et al, *Customer relationship management*
- V. Kumar & Werner J., *Customer relationship management*, Willey India, 2008



CONSUMER BEHAVIOUR IN FASHION INDUSTRY

Paper code: 3.4

Objectives:

- To understand the concept of consumer behaviour, decision making by consumers, Behaviour variables and influences on consumer behaviour.
- To comprehend the social and cultural dimensions of consumer behaviour, factors Impacting attitudes and behaviour.
- To arm the budding marketers with an insight of the psychological and behavioural Concepts of consumers thus enabling them to achieve their objectives and excel.

Module 1: Introduction to the study of fashion Consumer Behaviour

Meaning & Definition of Fashion CB, Difference between consumer & Customer, Nature & characteristics of Indian Consumers, Consumer Movement in India, Rights & Responsibilities of consumers in India, Benefits of consumerism.

Module 2: Role of Research in understanding Fashion consumer behaviour

Consumer Research: Consumer

Research Paradigms (Qualitative & Quantitative Research Methods) Developing research Objectives, collecting secondary data, designing primary research, data analysis and reporting Research findings.

Models of Consumer Behaviour: Input-Process-Output Model, *Nicosia Model*, *Howard Sheth*

Model, *Engel-Kollat-Blackwell Models* of Consumer Behaviour, Internal Influences: Motivation, Personality, Perception, Learning, Attitude, Communications, External Influences: Social Class, Culture, REFERENCE Groups, Family members.

Levels of Consumer Decision Making – Consumer Buying Decision Process, Complex Decision Making or Extensive Problem Solving Model, Low Involvement Decision Making or Limited Problem Solving Model, Routinised Response Behaviour, Four views of consumer decision making. On-line Decision Making: Meaning & Process/Stages

Situational Influences- Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation) Situational Characteristics and consumption behaviour (Physical features, Social Surroundings, Temporal Perspectives, Task Definition, Antecedent States.)

Module 3: Individual Influences on Fashion Consumer Behaviour and CRM: Part 1

A) Motivation: Basics of Motivation, Needs, Goals, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Process, Arousal of motives, and Selection of goals.

Motivation Theories and Marketing Strategy - Maslow's Hierarchy of Needs, McGuire's Psychological Motives (Cognitive Preservation Motives, Cognitive Growth Motives, Affective Preservation Motives, Affective Growth Motives).

B) Personality: Basics of Personality, Theories of Personality and Marketing Strategy (Freudian Theory, Neo-Freudian Theory, Trait Theory), Applications of Personality concepts in Marketing, Personality and understanding consumer diversity (Consumer Innovativeness and related Personality traits, Cognitive personality factors, Consumer Materialism, Consumer Ethnocentrism), Brand Personality (Brand Personification, Gender, Geography, Colour), Self and Self-Image (One or Multiple selves, the extended self, Altering the self).

C) Perception: Basics of Perception & Marketing implications, Elements of Perception (Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception (Perceptual Selection, Perceptual Interpretation, Perceptual Organization, perceived price, perceived quality, price/quality relationship, Perceived Risk, Types of risk, How consumers' handle risk.

Customer Relationship Management

Meaning & Significance of CRM, Types of CRM (Operational, Collaborative, Analytical), Strategies for building relationship marketing, e-CRM, Meaning, Importance of e-CRM, Difference Between CRM & e-CRM

Module 4:

Individual Influences on Fashion Consumer Behaviour: Part 2

A) Learning: Elements of Consumer Learning, Motivation, Cues, Response, Reinforcement, Marketing Applications of Behavioural Learning Theories, Classical Conditioning Pavlovian Model, Neo-Pavlovian Model), Instrumental Conditioning, Elaboration Likelihood Model.

B) Attitude: Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models.

C) Persuasive Communication: Communications strategy, Target Audience, Media Strategy, Message strategies, Message structure Objectives:

- To understand the concept of consumer behaviour, decision making by consumers, Behaviour variables and influences on consumer behaviour.
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- To comprehend the social and cultural dimensions of consumer behaviour, factors Impacting attitudes and behaviour.
- To arm the budding marketers with an insight of the psychological and behavioural Concepts of consumers thus enabling them to achieve their objectives and excel.

Module 5:

External Influences on Fashion Consumer Behaviour: Part 1

A) Social Class: Social Class Basics, What is Social Class? (Social class & Social status, the dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India

B) Culture and Subculture - Major Focus on Indian Perspective

Culture: Basics, Meaning, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour.

Subculture: Meaning, Subculture division and consumption pattern in India,

Types of subcultures (Nationality subcultures, Religious subcultures, Geographic and regional subcultures, racial subcultures, age subcultures, sex as a subculture)

Cross-cultural consumer analysis: Similarities and differences among people, the growing global middle class; Acculturation is a needed marketing viewpoint, applying research techniques

Cross-cultural marketing strategy: Cross-cultural marketing problems in India, Strategies to overcome cross-cultural problems.

Module 6:

External Influences on Fashion Consumer Behaviour: Part 2

Groups: Meaning and Nature of Groups, Types

Family: The changing structure of family, Family decision making and consumption related roles, Key family consumption roles, Dynamics of husband-wife decision making, The expanding role of children in family decision making, The family life cycle & marketing strategy, Traditional family life cycle & marketing implications, Reference Groups:

Understanding the power & benefits of reference groups, A broadened perspective on reference groups, Factors that affect reference group influence, Types of reference groups, Friendship groups, Shopping groups, Work groups, Virtual groups, Consumer-action groups, reference group appeals, Celebrities.

Module 7:

Fashion Consumer Influence and Diffusion of Innovations

Opinion Leadership: Dynamics of opinion leadership process, Measurement of opinion leadership, Market Mavens, Opinion Leadership & Marketing Strategy, Creation of Opinion Leaders Diffusion of Innovations: Diffusion Process (Innovation, Communication channels, Social System, Time) Adoption Process: Stages, categories of adopters Post Purchase Processes: Post Purchase Processes, Customer Satisfaction, and customer commitment: Post purchase dissonance, Product use and non use, Disposition, Product disposition.

Recommended books

- Leon Schiff man, Lesslie Kanuk *Consumer Behaviour* 10th edition, Pearson, 2010.
 - Del I. Hawkins *Consumer Behaviour: Building Marketing Strategy* , 11th edition TMH, 1997
 - Jay D. Lindquist, Joseph Sirgy *Consumer behaviour* 1st edition Cengage Learning. 2010.
 - David L. Loudon, Della Bitta *Consumer behaviour* – 4th edition, McGraw Hill 2010.
 - Raju M. S & Dominique Xardel *Consumer Behaviour* –1st Edition Vikas Publishing House. 2007.
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DESIGN BASICS AND GARMENT CONSTRUCTION- I

Paper Code – 3.5

Objectives:

- To impart knowledge on fashion and its importance
- To introduce elements and principles of design
- To impart knowledge of pattern and its importance

Module-1

Fashion origin and evolution, Fashion terminologies, Fashion theories, Different art medias
Introduction to Anatomy, Proportions of Female, Male and Children, Fashion figure-8, 10, 12 head
theory of fashion drawing

Module-2

Elements of Design (Point, Line, Form, Shape, Space, Size, Texture, Colour)
Principles of Design(Harmony, Proportion, Balance, Rhythm, Emphasis)
Types of Necklines and Collars, Plackets, Trims and Accessories, Fashion Silhouettes
Types of Design –Structural and Decorative design.
Types of motifs from India-Natural, abstract, stylised, conventional, contemporary

Module-3

Introduction to pattern making: Tools and Methods (Drafting, Draping), Pattern making terminology.
Various types of sewing machines (SNLS-, DNLS, Over lock etc.)
Stitch Classification, Hand and Machine Stitches, Seam Classification

Module -4

Study of Standard charts, Taking measurements, Bespoke and Industrial method of pattern making,
Drafting (1/4th Scale): Basic Bodice, Sleeve and Skirt (For Women), Bodice and Knickers (For Kids),
Formal Shirt and Pleated Trouser (For Men)

Module--5

Principles of Patterning, Principles of Fitting, Pattern alteration techniques- Pivotal, Slash & Spread
Finishing Techniques

Module -6

Study of Fabric widths commercially available, Fabric estimation for various garments, Layouts: Principles and types.

Grading: Definition, Rules and Principles, Terminology and Methods, Computerized Grading

Module -7

Fashion designers-study about one Indian and International designer

Recommended books

- Winfred Aldrich, "*Metric Pattern Cutting*", Blackwell Science, UK.
 - Patrick Taylor et.al., "*Grading for the Fashion Industry*" Stanley Thomas Ltd., 1990
 - Allen and Seaman, "*Fashion drawing-The Basic Principles*", B. T Batsford, London
 - Chijiwa, Hideaki, "*Colour harmony*", Rockfortpublisher, USA, 10111 edition,
 - Nicholas, "*Fashion illustrations*", Thames and Hudson, London, J 9946. Nicholas, "Fashion illustrations", Thames and Hudson, London, J 994
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DESIGN BASICS AND GARMENT CONSTRUCTION- II

Paper Code – 3.6

Objectives:

- Fashion illustration basics and its role in fashion design
- To introduce basic procedure of standard stitching
- To create awareness of anthropometric measurements

Module-1

Fashion illustration basics-8 and 10 head fashion figures in simple standing poses, simple blocking and fleshing of fashion figure. Fabric rendering-Cotton, silk, denim, printed fabric, georgette, chiffon, knitted, lace, embroidered). Fashion figures in Punk, Casual, Chic, Traditional and Contemporary looks.

Module – 2

Practice of stitching on: SNLS-, DNLS, Over lock etc. Practice for Hand stitches (Temporary and permanent), Practice for Machine stitches, Preparing samples for various Seams

Module -3

Drafting (Full Scale): Basic Bodice, Sleeve and Skirt (For Women)

Drafting (Full Scale): Bodice and Knickers (For Kids)

Drafting (Full Scale): Formal Shirt and Pleated Trouser (For Men)

Module – 4

Neckline finishes- Facing, Shaped Facing and Piping/Binding,

Placket finishing- Continuous/ One piece, Bound/ Two piece Placket

Zippers: Preparing samples for Lapped zip, Centred zip, Concealed zip

Module – 5

Stitching of samples for Garment Components- Collars, Yokes, Pockets, Sleeves (2 samples for each type)

Module-6

Garment Construction: Waist line Frock (For Girls), Garment Construction: Bu-shirt (For Boys)

Module -7

Grading: Men's Shirt and Sleeve blocks, Women's Skirt block

Recommended books

- Piper, Davis, "*The joy of art*" – Mitchell Beazley Publisher, 1984
- Gold Stein and Gold Stein, "*Art in everyday life*," Calcutta – IBH Publishing Co, 1975
- Armstrong, Helen J "*Pattern Making for Fashion Design*", Prentice Hall
- Carr, Harold & Latham Barbara, "*The Technology of Clothing Manufacture*" Oxford Pub., USA, 1994
- Cooklin, Gerry, "*Introduction to Clothing Manufacture*" Blackwell Science, UK, 1991

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ELEMENTS OF TEXTILES

Paper Code – 3.7

Objective:

- To introduce students to be briefly acquainted with the textile processes in Apparel production

Module-1: Introduction to Textile fibres

Definition, Sources, Classification of textile fibres, Properties of textile fibres

Identification of different types of fibres by physical and chemical methods- cotton, viscose, silk, wool, polyester and nylon fibres

Module -2: Weaving and its features

Elementary weaves – classification of woven fabrics glossary and characteristics, Salient features and construction of Plain weave – rib and basket: Twill weave – variation (RHT, LHT): Satin/Sateen weave – variation, Fabric design and graphical representation of the above weaves

Analysis of different fabrics for clothing construction and weaves like plain, twill, sateen, honeycomb, herring bone and mock leno etc. Finding the fabric geometrical parameters and cover factor

Module -3: Introduction to crepe fabrics

Salient features of crepe fabrics like georgette, chiffon, Warp and weft pile: Brocade and Damask, Terry pile structures: Knitted non-woven structures

Module -4: Wet Processing and Printing

Introduction to Wet processing, Scouring, Bleaching, Mercerization, Dyeing, Printing methods – block, screen, transfer and digital, Styles of printing- Direct, Resist, Discharge and Transfer: After-treatments for dyed and printed product

Printing of fabrics by screen and block using pigment, reactive and direct dyes, Tie and dye method: Batik printing

Module -5: Textile Testing

Yarn count, Yarn twist, Twist direction

Module -6: Fabric testing I

Fabric testing- Length,Width,Thickness, Determination of Fabric weight: GSM measurements and its application to different fabrics, Cover factor: Air permeability: Stiffness: Drape: Crease resistance: Bow and skew

Measurement of thickness, EPI and PPI, GSM and Shrinkage

Module -7: Fabric Testing II

Determination of color fastness to laundering, Determination of color fastness to rubbing, light and perspiration, Determination of fabric shrinkage

Color fastness to rubbing using crock meter, Color fastness to washing using laundrometer, Color fastness to light

Recommended Books

- Booth,J.E. " *Principles of Textile testing*" CBS Publishers and Distributors, 2001
 - Murphy,W.S. " *Textile Weaving and Design*", Abhishek Publication, 2003
 - Murphy,W.S. " *Textile Finishing*", Abhishek Publication, 2000
 - Hall ,A.J. " *The Standard Handbook of Textiles*" Wood head Publishing 8th edition, 2004
 - Smith ,J.E. " *Textile Processing*" Abhishek Publication, 2003
 - Grosicki, Z.J. " *Watson's Textile Design and Color*" Wood head Publishing 7th edition,
 - Gohl,E.P.A and Velensky,L.D. " *Textile Science*" CBS Publishers and Distributors, 2003
 - Broughton,Kate " *Textile Dyeing*" Rockport Publishers,1996
 - Saville, B.P. " *Physical testing of textiles*" Wood head Publishing limited, 1999
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IV

SEMESTER

TOTAL QUALITY MANAGEMENT

Paper code: FDBM4.1

Module 1 Introduction

Introduction to TQM, Meaning of the terms quality, quality control and quality assurance, importance of quality, quality dimensions of products and services, quality and competitive advantage, cost of quality, TQM, Evolution of TQM, Basic principles of TQM, TQM VS Traditional management, advantages of TQM

Module 2 Quality control and improvement tools

Quality Control tools: Introduction, 7 tools of quality control (Old & New) Poka-yoke, Quality Function Deployment

Module 3 Benchmarking and Kaizen

Benchmarking Definition, reasons for benchmarking, types of benchmarking, process of benchmarking, Benefits of benchmarking, Obstacles to successful benchmarking Concept of Kaizen and its applications

Module 4 Quality Management Systems (QMS)

Introduction, meaning of QMS, ISO; 9000, Benefits of ISO, ISO 9000-2008 series, implementation of ISO 9000; Problems related to ISO 9000, QS 9000, Need for QS 9000, QS 9000 series; ENVIRONMENTAL MANAGEMENT SYSTEM (EMS), ISO 14000 series; Benefits of ISO 14000, Integrating ISO 9000 & 14000, SEI-CMM level 5

Module 5 Six Sigma

Introduction to Six Sigma Historical developments, statistical framework for six sigma, Training for Six Sigma, Benefits of Six Sigma, Six sigma and TQM. Overview of master Black \$ green Belt

Module 6 TQM models and Quality Awards

Deming-Deming's chain reaction, Deming's principles, deadly sins, PDCA cycle, Juran's Quality trilogy, Juran's breakthrough sequence Quality Awards : Introduction, Need for Quality Awards,

Deming Prize and its features, MBNQA and its features, European quality award and its features, Golden peacock award, TQM models.

Module 7 Business Process Re-engineering (BPR)

Introduction, Need for BPR, Implementing BPR, Steps in BPR, Re-engineering Vs. TQM, BPR Vs. Kaizen, Re-engineering the structure, Human reengineering, change management and BPR, BPR and IT, Advantages and Limitations, Indian examples of BPR

Recommended books

- James R. Evans, *Management and control of quality*, 8/e 2012, CengageLearning
- Dale.H. Besterfield, *Total quality management*, 3rd Edition, PearsonEducation
- G. Nagalingappa & ManjunathVS, *Total quality management text and cases*, Excelbooks.
- Shridhar Bhat, *Total quality management*, Himalaya Publication 19
- Poornima M.Charantimath, *Total quality management*, PearsonEducation.



INTERNATIONAL BUSINESS

Paper code: FDBM 4.2

COURSE OBJECTIVE:

- To facilitate an understanding of International Business in a multi-polar, multi-cultural world; to examine the critical factors for success in different countries.
- This course will provide the students an opportunity to learn and understand how business is conducted in the international arena.

Module 1:- INTRODUCTION

An Overview of International Business: Introduction, Definition of International Business, Changing Environment of International Business, Globalization of Markets, Trends in Globalization, Effects and Benefits of Globalization.

Module 2:- INTERNATIONAL BUSINESS THEORIES

International Trade and Investment Theories: Mercantilism; Absolute Cost theory, Comparative Cost theory, Opportunity Cost theory, International Product life Cycles. Investment Theories – Theory of Capital Movements, Market Imperfections theory; Instruments of Trade Policy- Tariffs, Subsidies, Import Quotas, Voluntary Export Restraints, Administrative Policy, Anti-dumping Policy.

Module 3:- EXIM TRADE

Export trade, procedure, steps and documentation direction of India's trade, Export financing-document related to export trade — Export marketing —Import trade, procedure and steps documentations and problems, EXIM policy, Balance of payment. Institutions connected with EXIM trade.

Module 4:- FOREIGN EXCHANGE

Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes – Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity, Mint Parity, Interest rates, other Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates

Module 5:- GLOBAL BUSINESS UNIT

International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO.

Regional Economic Integration: Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A., ASEAN, SAARC, Integration for Business.

Module 6:- STRATEGIC APPROACH

Structural design of MNE's - Strategic planning - Strategic considerations- National VS Global competitiveness. Strategic Functions of International HRM, Staffing Policy – Ethnocentric, Polycentric and Geocentric Approach, Expatriate Preparation and development, Expatriate Repatriation, International Labour Relations

Module 7:- CONFLICT IN INTERNATIONAL BUSINESS & NEGOTIATIONS

Factors causing conflict - Conflict resolution actions - the role of negotiations in international business - the role of international agencies in conflict resolution.

Recommended books

- Cherunilam F - *International trade and export management*, Himalaya publishing house, 9th ed, 2007
 - Bhalla, V.K., & S. Sivaramu, *International business environment and business*, Annual Publications. 2013
 - Sundaram & Balck, *International business environment*, Prentice Hall Of India, 2014
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FASHION EVENT MANAGEMENT

Paper Code – 4.3

Objectives:

- To become familiar with management techniques and strategies in the field of communication and brand image of the Fashion industry
- To acquire in-depth knowledge and understanding of planning, organizing and developing any event in the world of Fashion.

Module 1: Over view on Event management

Definition and objectives of Event Management: The future of the industry: Role of the Event manager: Types of events, Importance of Media and the consumer segments they serve: Types and selection of Media, Challenges of the event management profession, Primary steps to plan an event

Module 2: The Role of Communication in Fashion Events

Fashion events communication- Importance and nature of communication, Characteristics and attributes of Fashion communication, Types of written and verbal communication: Essentials of good communication, Dress codes: Body language: Use of planning tools: how to build successful, advanced presentations, PR and business development with context to events.

Module 3: Fashion Advertising and Marketing

Fashion Market Levels: Fashion Brand pyramid model, Advertising definition: Advertising procedure: The creative elements, Components of an Advertising campaign: Measuring advertising effectiveness, Definition of Fashion Marketing: The Fashion selling process, Ideation and creation: sales, execution and marketing of exhibitions

Module 4: Fashion Promotion

Importance of Fashion promotion: Sponsors in events: Fashion promotion mix, Importance of Fashion promotion: Kinds of Fashion Promotion, Fashion Publicity and PR: The special role of public relations, Organization of the promotion responsibility

Module 5: Event Laws & Licenses

Relevant Fashion events laws, licenses and permissions, Legal contracts-constructing a contract, trade mark and service mark, Official bodies and contracts, Security related issues: Handling other legal

issues of event management.

Module 6: Fashion Events Research and Planning

Aim of event: Develop a mission: Establish Objectives,: Preparing event proposal: Use of planning tools, Dress codes: Staffing: Sourcing and Handling vendors, Event Production & Logistics: Concept, theme, Fabrication, light & sound, On ground management, venue construction, budgeting, and back stage. Costing, Accounting and budgeting of an event, Fashion Shows – Formats, Arenas and Elements: Special events: Fashion videos: Obtaining editorial coverage

Module7: Advance aspects of fashion events management

Event monitoring, evaluation and reporting, Mega events coordination and safety, Vendor listings

Recommended Books

- Posner, Harriet “ *Marketing Fashion*” Laurence King Publishing, 2011
 - Diamond, Ellen and Jay “ *Fashion Advertising and promotion*” Fairchild Publications, 1999
 - Winters and Goodman “ *Fashion Advertising and promotion – 6th edition*” Fairchild Publications, 1987
 - Raj, Razaq “*Events Management: Principles and Practice*” Sage Publications, 2013
 - Harichandan, C.P. “*Events Management*” Global Vision Publications, 2010
 - Sarkar, Manoj Kumar “*Sales and Advertising Management*” Crest Publications, 2010
 - Bladen, Kenell, Abson and Wilde “*Events Management: An Introduction*” RoutledgePublications, 2012
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PORTFOLIO PRESENTATIONS AND CAD

Paper code – 4.4

Objectives:-

- To impart practical skills for portfolio presentations its importance and significance and presentations
- To help students to understand the fundamentals and principles of CAD & their applications.

UNIT-1: Introduction to Portfolio preparation & Computer aided design

Portfolio preparation, Definition, types and importance,

CAD definition, Fundamentals of CAD – Introduction, application of computers for design, Benefits of CAD, Computers & the Fashion Industry, CAD in Today's Fashion Industry.

Portfolio preparation: Contents of portfolio, Different portfolio presentation skills and Material management.

Photoshop & Corel Draw – Introduction, features and its applications.

UNIT-2: Fashion Forecasting and colour Forecasting

Fashion Forecasting and colour Forecasting, Use of online service for forecasting

Fashion trend forecasting websites – Introduction, leading online trend-analysis and research service on creative and business intelligence for the apparel, style, design and retail industries, insight and creative inspiration, real-time retail coverage, seasonal trend analysis, consumer research and business information.

Introduction to fashion trend forecasting websites, how to navigate the website, sourcing the computer about fashion trend forecasting

UNIT-3: Boards Using Photoshop

Choosing forecast, Mood Board, client board and Colour board, Swatch Board,

Development of Logo, Hang tags, concept board, Creating an advertising brochure, making collage,

Create Mood / Inspiration, client / customer, colour and Texture board using Photoshop.

UNIT-4: CAD using Coral Draw

CAD applications in fashion field – garment designing, weaving, knitting, embroidery and textile designing.

Introduction to Coral Draw – Study of basic tools in Coral Draw

Study of proportionate Croqui figures for men, women and children.

Clothing categories & styling, for men's, women's and kids wear.

Introduction to Coral Draw - Coral Draw tools in detail.

Motifs development – Repeat –Design placements,

Designing & Creating Tags & Labels – using Corel Draw

Developing Croqui figures for men, women and children using Photoshop/ Corel Draw.

Draping of garments on men's, women's & children casual, party, night, sports, office/formal wears using Photoshop / Corel Draw.

UNIT-5: Flat Sketches

Technical Details, Working Drawings, development of spec, flat sketch and costing. Illustrations and Flat sketches Production of Spec sheet and costing,

Design flat sketches along with stitch specification for the following:

Children – Girls (A-line & yoke frock), Boys (shirt & shorts)

Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurtha, Trouser).

For the above create spec sheets, cost sheets for each garment using Photoshop / Corel Draw.

UNIT-6: Pattern Design

PDS – Introduction, pattern for digitizing, Pattern Design – Introduction to PDS (pattern design screen)

Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers.

Introduction to grading, Marker Making plan for women's Top/Skirt/ Men's Shirt/Trouser/Kurtha.

UNIT-7: Fashion Photography & Window display

Fashion Photography. Knowledge of different lighting – indoor and outdoor, aperture, speed and locations used in fashion photography. Study the work of well known fashion photographers

Fashion dressing – makeup- indoor, outdoor, hairstyle, stylish.

Presentation & Graphics –Planning a presentation, Computer – generated presentation, catalogues, boards (Preparing portfolio presentation), Multimedia and 3D presentation.

Window display products / commodities for a retail shop using VM software

Recommended books

- J Jarnow and KG Dickenson, “Inside the Fashion Business” Prentice Hall
- Gini Stephens Frings “ Fashion- from concept to consumer” Pearson Education
- Jerligan Easterling “Fashion Merchandising And Marketing” Pearson Education
- Polly Guerin “ Creative fashion Presentations” Fairchild Publications
- Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994.
- Fashion Design on Computers By M.kathleen Colursy, Prentice Hall.

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APPAREL EXPORT MANAGEMENT AND MERCHANDISING

Paper Code – 4.5

Objectives:

- To impart knowledge in the field of apparel export management and merchandising.
- To acquaint students in developing an understating towards apparel export procedures & documentation.

Module 1: Introduction to Export management

Need for export management: Definition: Nature of export management, Features and process of export management: Functions of export manager: Export cycle, Organizational structure of an Export firm

Module 2: Framework of an Export firm and policy

Nature, setting and registration of export firm: Procedure for the allotment of Importer- exporter code number, Export-Import policy: Imports under Indo-US MOU: India's export markets: Legal framework for Foreign trade of India: Direction of India's exports, Recent trends and analysis in India's exports and imports: Conditions for export growth of developing countries

Module 3: Managing exports business

Need, Contents and Development of an Export marketing plan: Negotiation strategies: Free trade zones, Cultural aspects of export business: Using E-Commerce and internet for exports: Sources and identification of trade information, Trade fair participation: Business promotion visit: Sales promotion literature

Module 4: Execution of Export

Nature, planning, process terms and conditions of an Export order, Supplies – Procurement, Sources, Factors, Selection criteria of suppliers, Import restrictions, Reservation of shipping space, Labelling – Types, checklist of information, features, difference between packaging and packing, cost of packing, types of marking on export boxes, Essential requisites for Export inspection system

Module 5: Exports Finance

Foreign Exchange definition: Determination of Rate of exchange: Causes of instability in Rate of exchange: Export pricing – Exporters margin and pricing policies: Sources and types of Export credit needs: Export credit and finance system in India: Export Import Bank of India, Classification of revenue cost: Export price quotations: Methods and nature of payments: Letter of credit: Bill of exchange

Module 6: Export Documentation and Procedure

Definition, needs and types of pre-shipment and shipment documents, Common defects in documentation: Stages involved in receiving the payment of exports: Banking procedure of negotiation: Consular invoice: Shipping bill, Documentation required for customs clearance: Payment of export cess: Types of shipments: Collection of document procedures: Post-shipment precautions and guidelines

Module 7: Overview of Apparel Merchandising

Apparel Merchandising – Meaning, Concept and Classification of apparel, Responsibilities and traits of Fashion Merchandiser: Marketing and merchandising calendar: Critical path method: Steps in an apparel product development: Costing principles and cost sheet: Specification sheet, Merchandising qualities for Quality assurance, Inspection and sampling procedures: Types of samples, Sourcing process and options: Global sourcing

Recommended Books

- Khurana, P.K “ *Export Management*” Galgotia publishing house,2001
 - Kumar and Mittal “ *Export management*” Anmol Publications, 2002
 - Rosenau and Wilson “ *Apparel merchandising – The line starts here*” Fairchild publications,2001
 - Clark, James “ *Fashion Merchandising-Theory and practice*” Palgrave Macmillan, 2012
 - Grose, Virginia “ *Basics Fashion Management 01: Fashion Merchandising*” AVA Publishing, 2011
 - Rabolt, Nancy J. and K. Judy “ *Concepts and Cases in Retail and Merchandise Management*” Fairchild Publications, 1997
 - Glock, Ruth E. and Kunz, Grace I. " *Apparel Manufacturing - 3rd Edition*" Prentice Hall, 1995
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PROJECT REPORT

Paper code: 4.7

- **Duration:** During the 4th semester students will work on different projects under the guidance of allotted guide
- Each portfolio work completed during the semester will be evaluated 30 marks for Continues Assessment, 40 marks for project report and portfolio by internal guide
- A VIVA VOCE for 30 marks will be conducted by internal and external examiner selected by BOE

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