

# **Scheme & Syllabus of**

## **M. Sc. Fashion Marketing & Management (FMM)**

**Batch 2018 onwards**



**By**

**Board of Studies Fashion Designing**

**Department of Academics**

**IK Gujral Punjab Technical University**

**I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY**  
**M.Sc. (FMM) Batch 2018 onwards**

**Master of Science in Fashion Marketing & Management (MSFMM):**

It is a Post Graduate (PG) Programme of 2 Years duration (4 Semesters)

**Eligibility for Admission:**

All those candidates who have passed B.Sc./Tech/B.E. or BA/B.Com/BBA/BCA with one of the following subjects :

Economics / Statistics / Management / Marketing / Mathematics / Textiles / Fashion/Accounts / Computer / Home Science / Any other related Diploma

**Courses & Examination Scheme:**

**First Semester**

**Contact Hrs: 31 Hrs**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MSFMM101-18 (Core)	Principles of Fashion Marketing	3	-	-	40	60	100	3
MSFMM102-18 (Core)	Basics of Fashion	2	-	-	40	60	100	2
MSFMM103-18 (Core)	Apparel Retail Management and Technology	3	-	-	40	60	100	3
MSFMM104-18 (Core)	Principles of Management	3	-	-	20	30	50	3
MSFMM105-18 (Non Core)	Fabric Study-I	3	-	-	40	60	100	3
MSFMM106-18 (Non Core)	Statistics for Fashion Industry	2	-	-	20	30	50	2
MSFMM107-18 (Non Core)	Basics of Economics	3	-	-	40	60	100	3
MSFMM108-18 (Non Core)	Principles of Accounting	3	-	-	20	30	50	3
MSFMM109-18 (Non Core)	Personality Development and Communication Skills	3	-	-	40	60	100	3
MSFMM110-18 (Non Core)	Quality Control	2	-	-	20	30	50	2
MSFMM111-18 (Practical)	Basics of Computer	-	-	2	60	40	100	1
MSFMM112-18 (Practical)	Elements of Design	-	-	2	60	40	100	1
<b>Total</b>		<b>27</b>		<b>4</b>	<b>420</b>	<b>530</b>	<b>950</b>	<b>29</b>

**I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY**  
**M.Sc. (FMM) Batch 2018 onwards**

**Second Semester**

**Contact Hrs: 34 Hrs**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MSFMM201-18 (Core)	Consumer Behavior in Fashion and Retail Industry	3	-	-	40	60	100	3
MSFMM202-18 (Core)	Production Planning and Control	3	-	-	40	60	100	3
MSFMM203-18 (Core)	Retail Merchandising and Buying	3	-	-	40	60	100	3
MSFMM204-18 (Core)	Global Sourcing	3	-	-	40	60	100	3
MSFMM205-18 (Core)	Fashion Advertising and Sales Promotion	3	-	-	40	60	100	3
MSFMM206-18 (Core)	Mass Communication	2	-	-	40	60	100	2
MSFMM207-18 (Non Core)	Financial Management	3	-	-	20	30	50	3
MSFMM208 (NON CORE)	Research Methodology	3	-	-	40	60	100	3
MSFMM209-18 (Non Core)	Fabric Study-II (An Overview of Textile Technology)	3	-	-	40	60	100	3
MSFMM210-18 (Non Core)	Visual Merchandising	-	-	3	60	40	100	2
MSFMM211-18 (Practical)	Principles of Design	-	-	3	60	40	100	2
MSFMM212-18 (Practical)	Graphic Design and Computer Application-I	-	-	2	60	40	100	1
<b>Total</b>		<b>26</b>	<b>-</b>	<b>8</b>	<b>520</b>	<b>630</b>	<b>1150</b>	<b>31</b>

**I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY**  
**M.Sc. (FMM) Batch 2018 onwards**

**Third Semester**

**Contact Hrs: 36 Hrs**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MSFMM301-18 (Core)	Brand Management	3	-	-	40	60	100	3
MSFMM302-18 (Core)	Marketing Strategies	3	-	-	40	60	100	3
MSFMM303-18 (Core)	Supply Chain Management	3	-	-	40	60	100	3
MSFMM304-18 (Core)	Customer Relationship Management	3	-	-	40	60	100	3
MSFMM305-18 (Core)	Business Ethics and Corporate Social Responsibility	3	-	-	40	60	100	3
MSFMM306-18 (Core)	Business Communication	3	-	-	40	60	100	3
MSFMM307-18 (Core)	Operation Research	3	-	-	40	60	100	3
MSFMM308-18 (Non-Core)	Introduction to Cost Accounting	3	-	-	20	30	50	3
MSFMM309-18 (Non-Core)	Human Resource Management	3	-	-	20	30	50	3
MSFMM310-18 (Practical)	Fashion Forecasting and Product Development	-	-	3	60	40	100	2
MSFMM311-18 (Practical)	Graphic Design and Computer Application-II	-	-	2	60	40	100	1
MSFMM312-18 (Practical)	Internship	-	-	4	60	40	100	2
<b>Total</b>		<b>27</b>		<b>9</b>	<b>500</b>	<b>600</b>	<b>1100</b>	<b>32</b>

**Fourth Semester**

**Contact Hrs: 22 Hrs**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
MSFMM401-18	International Marketing and Legal Environment Business	3	-	-	100	-	100	3
MSFMM402-18	Entrepreneur Development Program and Intellectual Property Rights	3	-	-	100	-	100	3
MSFMM403-18	Trends and Forecasting	-	-	3	100	-	100	2
MSFMM404-18	Statistical Technique For Research	-	-	3	100	-	100	2
MSFMM405-18	Research Project	-	-	10	250	150	400	5
<b>Total</b>		<b>6</b>	<b>-</b>	<b>16</b>	<b>650</b>	<b>150</b>	<b>800</b>	<b>15</b>

**MSFMM101-18**

**PRINCIPLES OF FASHION MARKETING-(Theory Practical)**

**Course Objectives-**

To acquaint students with marketing process so that they can correlate theory with practical aspect of marketing.

**UNIT - I**

1. Introduction to marketing—Meaning, nature of marketing, functions, importance of marketing
2. Marketing environment-market, consumer, traditional and modern marketing
3. Concept of Marketing- product concept, selling concept, marketing concept, production concept, societal marketing concept.
4. Difference between selling and marketing concept

**UNIT - II**

5. Marketing Mix -7 P's of marketing,
6. Segmentation- 4 variables, Michael Porter's 5 force model
7. Targeting and Positioning

**UNIT - III**

8. Product-characteristics, product Mix, Product Life Cycle,
9. Pricing -Objectives & Pricing Methods

**UNIT - IV**

10. Distribution Channels: role, Types of intermediaries, Levels,
11. Promotion Mix- definition, types

**UNIT - V**

12. Retailing –definition, types of retail operations
13. Retail fashion promotion – sales promotion, advertising, branding, public relation, special events

**UNIT - VI**

14. Digital marketing - Role of Digital Marketing (Internet: Internet Retailing and promotion)
15. Concepts and principles of packaging
16. Materials used for packaging in the apparel industry

**Books & References**

1. Essentials of Marketing – Jerome E. McCarthy & William D. Perrault
2. Principals of Marketing – Philip Kotler 11th edition
3. Essentials of Marketing – Stanton & Futrell
4. Fashion Marketing – Janet Bohdanowicz & Lis Clamb
5. Fashion from concept to consumer- Stephen Fringes
6. Apparel Manufacturing handbook-Jacob Solinger.
7. Principles of internet marketing by W. Hanson

**Magazines /Journals**

1. Journal of Fashion Marketing Management
2. Business World
3. Business India
4. Business Today

**Instructions to the Teacher:**

Field trip to a fashion mall and Assignment to be based on consumer survey.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM102-18**

**BASICS OF FASHION (Theory +Practical)**

**Course Objective-**

It is to make students aware of various fashion trends and types.

**UNIT - I**

1. History of fashion
2. Elements and principles of fashion
3. Terminology of fashion
4. Fashion cycle

**UNIT - II**

5. Introduction to color – dimensions of color, naming and psychological association of color
6. Various types of silhouettes, necklines, collar's, and sleeves
7. Variations of skirts, shirts, trousers, coats and jackets
8. Introduction to kids wear

**UNIT - III**

9. Fashion forecasting- concept of season, fairs and international markets
10. Trims and accessories
11. Introduction to pleats, tucks, darts, yokes, godets, hemlines, edgings and fastenings
12. Pattern appreciation
13. Introduction to sizing

**References-**

1. *Fashion: From Concept to Consumer* (9th Edition): Gini Stephens Frings.
2. The Fundamentals of Fashion Design -Jenny Udale, Richard Sorge

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

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**MSFMM103-18**

**APPAREL RETAIL MANAGEMENT AND TECHNOLOGY (Theory + Practical)**

**Course Objectives:**

1. To make the students understand retailing as an industry.
2. To acquaint the participants with knowledge & skills for store operations, retailing marketing & merchandising management functions.
3. Experiential learning and exposure to emerging trends in fashion retailing.

**SECTION – A**

**Retailing Environment:**

An overview: Introduction, Evolution & Challenges of Retailing; Types of Retailers Characteristics of Retail industry

1. Indian retail industry environment
2. Career in Retailing

**SECTION – B**

**Retail Planning:**

Retail buying. Retail Market Segmentation, Evaluating Areas for locations.

1. Retail Marketing Strategy
2. Strategic Profit Model
3. Trade area analysis and site selection

**SECTION – C**

**Retail Mix:** Product Merchandise; Pricing decisions in retailing; Promotion & Communication Mix in Retail and Multi-channel retailing, managing retail services; Category management; Merchandise management process overview, considerations in setting up retail prices; Store design objectives.

**SECTION – D**

**Retail Operations:** Supply chain management & vendor relation's role in Retail; Inventory Management; FDI in Retailing.

**Magazines / Journals:**



1. Vogue WWD
2. View Fashion Weekly
3. Inside FW
4. Trends DNR

**References:-**

1. Retailing Management by Swapna Pradhan, 2/e, 2007 & 2008, TMH
2. Integrated Retail Management by James R. Ogden & Denise T. Ogden, 2007, Biztantra
3. Retail Management – Levy & Weitz-TMH 5th Edition 200 2

**Instruction to the Teacher-**

Trip to various retail outlets and assignments based on these outlet studies.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

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**MSFMM104-18**

**PRINCIPLES AND PRACTICES OF MANAGEMENT (THEORY)**

**UNIT 1**

**Management:** Definition, nature, purpose and scope and role of management. Functions of a manager, Ethics and social responsibility of management, Organizational Environment.

**UNIT 2**

**Evolution of management thought:** Contribution made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Chester Bernard, Likert, McGregor, Peter F. Drucker, M.E. Porter.

**Schools of Management:** Scientific Management, Human Behavior, Mathematical School, Systems Approach of Management.

**UNIT 3**

**Planning:** Types of plans, process of planning, Management by Objectives, Nature and purpose of strategies and policies. **Decision-Making:** Importance and steps in Decision Making, Decision making under certainty-programmed decisions, decision-making under uncertainty - non-programmed decisions, group aided decisions. Concept of Enterprise Resource Planning.

**Organizing:** Concept of organization, process of organizing, Basis of departmentation, Authority & Power, Line & Staff relationships. Delegation-authority, responsibility, accountability, Steps to make delegation effective, decentralization-purpose and types of decentralization, Span of Management.

**UNIT 4**

**Coordination:** Need, factors which make coordination difficult, techniques to ensure effective coordination.

**Control:** Concept and Techniques, Human response to control, Types of Control- Feed forward control, Concurrent Control, Feedback Control. Developing a quality control system.

**Morale-** Introduction, factors affecting morale.

**Communication** Process and Barriers to effective communication.

**Business Case Studies** : Suggested Readings:

1. Harold Koontz & Heinz Weihrich: Essentials of Management, Tata McGraw Hill
2. Stoner, Freeman, Gilbert Jr.: Management Prentice Hall India.
3. Heinz Weihrich & Harold Koontz: Management (A Global Perspective), Tata McGraw Hill.
4. Robbins & Coulter: Management Prentice Hall India.
5. Robbins SP and Decenzo David A – Fundamentals of Management: Essential concepts and Applications. (Pearson Education, 6<sup>th</sup> Edition).

**MSFMM105-18**

## **FABRIC STUDY - I (THEORY)**

### **Course Objectives:**

1. Basic understanding of textile fibers and fabrics.
2. The students may be able to relate and apply the concept.

### **Course Contents:**

#### **UNIT - I**

1. Introduction to the textile industry
2. SWOT analysis of the Indian Textile Industry
3. Basic terms related to textiles
4. Fibre classification
5. Natural fibres – sources, basic properties and end uses
6. Man Made Fibres – Properties and end uses

#### **UNIT - II**

7. Yarn Spinning methods
8. Yarn classification and properties
9. Yarn numbering system
10. Sewing threads

#### **UNIT - III**

11. Introduction to weaving
12. Basic Weaves
13. Common fabric names
14. Care labelling

### **Texts and references:**

1. Fabric science- Pizzuto
2. Fiber to fabric – Corbman

### **Instructions to the Teacher:**

Field trip to a spinning and weaving unit will be taken.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM106-18**

**STATISTICS FOR THE FASHION INDUSTRY (theory)**

**Course Objective:**

The objective of the course is to familiarize the participants with the basic tools of statistics. The main emphasis will be on the application of these tools in managerial decision making, especially with respect to the production and other related function in retail.

**UNIT - I**

**1. Introduction to Statistics:**

- a) Presentation and analysis of statistical data
- b) Bar & column graphs, pie charts, histograms graphs, Lorenz curve
- c) Classification and Tabulation, Continuous and discrete frequency distribution, tabulation of Data, Sampling, Sampling Size and types of sampling.

**UNIT - II**

**2. Measure of central tendency and dispersion**

- a) Mean, Median, Mode Measures of dispersion:
- b) range, quartile deviation, Mean Deviation and Standard deviation, Coefficient of Variance, Measures of Skewness and Kurtosis

**3. Correlation and Regression**

**UNIT - III**

**4. Probability theory and Probability Distribution**

- a) Concept of Probability, dependent and independent, Bayes Theorem Theoretical Probability
- b) Distribution, binomial and Poisson and Normal Distribution.

**5. Theory of sampling and Sampling distribution**

- a) Mean, Differences of means, Differences of proportions
- b) Sampling distribution relation between sample size errors, estimation

**6. Test of Hypothesis**

- a) Chi-square, t- test and Z- test.

**Text Books & References**

1. S. P Gupta and M.P Gupta : Business statistics, Sultan Chand
2. Levin : Statistic and Management, Prentice hall
3. L.P Loomba: Management - A quantative Perspective, Macmillan Pub
4. Statistics for Management by Levin & Rubin, PHI
5. Quantitative Techniques for Management Decisions by Srivastava, Shenai & Sharma
6. Quantitative Methods by N.K. Nag, Kalyani Publishers.
7. Quantitative Techniques in Management, N.D.Vohra, TMH.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit.

**MSFMM107-18**

**BASICS OF ECONOMICS (theory)**

**Course Objective:**

The purpose of this part is to apply micro economic concepts, tools & techniques in evaluating business decisions taken by a firm. Short case studies will be used to ensure problem solving ability of corporate managers

**Course Structure:**

**UNIT - I**

1. **Introduction to managerial economics**

Fundamental Concepts and Basic Techniques, Nature and Scope of Managerial Economics

2. **Business decision analysis**

GNP, GDP, Investment and Savings

Bank credit, Variable reserve Ratio, Common Market operations

**UNIT - II**

3. **Theory of demand**

Demand Concepts, Demand analysis, Demand Elasticity, Demand Estimates and Demand Forecasting.

4. **Production and Cost**

Short run and long run average cost curves, economies and diseconomies of scale. The Law of Variable Proportions, isoquants

5. **The firm and its objective**

**UNIT - III-**

6. **Market structure, Pricing and output**

Price determination and perfect competition and monopoly, Oligopoly and Monopolistic Competitions– Descriptive Approach – full Cost Pricing, product line pricing,

pricing Strategies – Skimming pricing, penetration Pricing, loss leader pricing, product life cycle pricing.

7. **Capital Budgeting**

8. **Decision making under risk and uncertainty**

**Text book & References:**

1. Managerial Economics, chopra, Tata McGraw hill
2. Davis, J.R and Chang, Simon, principal of managerial Economics
3. Managerial Economics, Concepts and Cases by Mote, Samuel Paul and Gupta, TMH
4. Managerial Economics by Joel Dean, PTH
5. Fundamentals of Business Economics, C.B. Gupta, Sultan Chand
6. Managerial Economics by Dwivedi

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit.



**MSFMM108-18**

**PRINCIPLES OF ACCOUNTING (THEORY)**

**Course Objectives:**

1. To provide a fundamental knowledge of accounting
2. At the end of this course the student will have a working knowledge of the double entry system of book keeping.

**UNIT - I**

**1. Introduction to Accounting**

- a) Nature and scope of accounting
- b) Users of accounting information
- c) Forms of business organization
- d) Double entry bookkeeping.

**UNIT - II**

**2. The Double Entry System**

- a) The Journal
- b) The Ledger
- c) The Cash Book

**3. Manufacturing Trading and Profit & Loss Account & Balance Sheet.**

- a) The Profit & Loss A/C
- b) The Balance Sheet – With Adjustment at the close of financial year.

**Text books & References:**

- Elements of Book Keeping By Arora JS & Mohan Juneja C.
- Financial Accounting by S.A. SIDDIQUI.
- Double Entry Book Keeping By G.S Grewal, H.S. Grewal

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.

**MSFMM109**

**PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS**

**Course Objective**

To have a deep understanding of the importance of personal trait and their impact on selling.

**UNIT - I**

1. Introduction to Personality Development
  - a) What is personality?
  - b) Why does it matter?
  - c) We are all unique.
2. The Developing Personality
  - a) How do personalities develop?

**UNIT - II**

3. Stages of Development
  - a) Freudian stages of development
4. 'Need' a little personality?
  - a) How needs impact personality
  - b) Maslow's hierarchy of needs
5. Basic Personality Traits
  - a) Values
  - b) Beliefs
  - c) Interactions
  - d) Experiences
  - e) Environmental influences
  - f) The big five dimensions

**UNIT - III**

6. personality type
7. Personality and Career Choice
  - a) Matching your career and personality
  - b) Why it matters
  - c) Self-efficacy
8. Changing Your Personality

- a) Can personalities change?
  - b) Being yourself, being adaptable
  - c) Positive attitude
  - d) Individuality
  - e) Controlling emotions
9. Developing communication skills- interview, body language

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM110-18**

**PRODUCT QUALITY CONTROL**

**UNIT - I**

1. Quality- definition-product based, user based, manufacturer based, value based
2. Quality guru's - Demming, Juran, Crosby
3. Historical development of quality-
4. Stages - Inspection, QC, QA, TQM

**UNIT - II**

5. Achievement of quality- quality of design, quality of conformance
6. Customer's acceptance of product and price
7. Quality standards and specifications- material specification, dimensional specification, performance specification, environmental specification

**UNIT - III**

8. Quality control- meaning, three basic aspects
9. Tools of quality control
10. Benefits of inspection and control
11. Organization for inspection and quality control- structure

**UNIT - IV**

12. Defects- meaning, types of defects

**UNIT - V**

13. Cost of Quality -4 types

**Instructions to the Teacher:**

visit to export house to understand quality concepts and assignment based on any parameter of quality.

## **MSFMM111-18**

### **BASICS OF COMPUTER**

#### **Course Description:**

Develops introductory skills in the Microsoft Office Suite (Word, Excel and PowerPoint), Windows Explorer, Internet, and computer concepts through demonstrations and lab exercises.

#### **Course Objectives and Contents**

The course provides an overview of Microsoft Application Including brief introduction to computer concepts Ms-Word, Excel, PowerPoint. This course also provides an overview of current business and information system and trends which will form the basic foundation required for today's business environment.

#### **Examination /Evaluation scheme**

**Practical Examination:** One Practical examination of 3 hours duration will be conducted on the modules described in the curriculum. The maximum marks will be 100.

**Note:** All topics are covered in extreme detail with practical examples for

#### **all. UNIT - I**

Introduction to MS Word, Menus, Working with Documents, Formatting page and Setting Margins, Converting files to different formats, Editing text documents, Formatting documents, Creating Tables, Table settings, Tools, Word Completion, Spell Checks, Drawing and printing documents, Importing and Exporting, Sending files to others, Editing text documents, Inserting and Deleting, Find, Search, Replace Commands

#### **UNIT - II**

Introduction to Excel, Spreadsheet & its Applications, Menus, Toolbars, Working with Spreadsheets, Converting files to different formats, Computing data, Formatting spreadsheets, Working with sheets, Sorting, Filtering, Validation, Consolidation, Subtotal, Excel formatting sheets techniques using formulae's and functions.

#### **UNIT - III**

Creating Charts, Selecting charts, Formatting charts, label, scaling etc., Using Tools, Error Checking, Spell Checks, Formula Auditing, Introduction to power point, Opening new Presentation, Selecting presentation layouts.

#### **UNIT - IV**

Creating a presentation, Formatting a presentation, Adding style, Color, gradient fills, Arranging objects, Slide Background, Slide layout, Adding Graphics to the presentation, Inserting pictures, movies, tables, etc. into the presentation, Drawing Pictures using Draw, Adding effects to the presentation, Setting Animation & transition effect, Adding audio and video.

**MSFMM112-18**

**ELEMENTS OF DESIGN (Practical)**

**Course Objectives:**

1. To familiarize the students the concept and process of colors and design.
2. To enable student to develop basic understanding for Visual merchandising.

**Element of Design -**

**UNIT - I** : a) Balance b) Gradation

**UNIT - II** : a) Repetition b) Contrast

**UNIT - III** : a) Harmony b) Dominance c) Unity

**References-**

1. Grafix-by Wolfganhageney
2. Traditional Japanese- Small Motif-by Kamon Yoshimoto
3. Symbols Signs- by American institute for graphics arts.
4. Morocco modern- By Herbert YPMA
5. Cacti and Succulents – By Terry Hewitt
6. Encyclopaedia of Butterfly World – By Paul Smart F res.
7. Arabic Ornament- J Collin booking international Paris
8. Repeat pattern-peter Phillips Gillian buncethames Hudson
9. Japan Patterns- Belverde
10. Design and illustration (Marine)-M.Kumakiri SEI DEA SA
11. Design Element – 2 Richard hora, Miss hora, Art Direction Book Company, NY
12. From historic ornament : W & G Audsley Dover Publications Inc. Design and Pattern

**Instructions to the Examiner:**

Evaluation based on Submission of Files for the assignments allocated in the class.

**SYLLABUS**

**SEMESTER - II**

**MSFMM201-18**

**CONSUMER BEHAVIOUR IN FASHION & RETAIL INDUSTRY (Theory + Practical)**

**Course Objective:**

1. To acquaint students with Consumer Behaviour Concept and application
2. To enable student to demonstrate the ability to analyze the complexities of buying behaviour and use the same to formulate successful strategies.
3. The student will be able to relate and apply the concepts to real life situations Course

**Contents:**

**UNIT - I**

1. Introduction to Consumer Behavior
2. Scope, Importance and characteristics of consumer behaviour in fashion marketing
3. Consumer black box- external and internal source affecting consumer behavior- Cultural, social, family life cycle, motivation, belief and attitude, learning.
4. Consumer decision making process and 5 roles played in buying decision.
5. High involvement and low involvement buying decisions

**UNIT – II**

6. Perceptions- characteristics affecting perception: sensory and structural elements
7. Consumer Motivation and its theory,
8. Involvement,-types: situational and enduring involvement, shifting consumer from low to high involvement

**UNIT - III**

9. Attitudes- belief, attitude and value, components of attitude and characteristics of attitude, attitude theories: Heider balance and congruity theory, sources and functions of attitude.
10. Personality- its characteristics and theories, Self- concept and Marketing segmentation

**PRACTICAL**

Survey based on questionnaire



**Reference: Books:**

1. Consumer Behaviour – Schiffmann & Kanuk
2. Consumer Behaviour – Laudon & Bilta
3. Consumer Behaviour – J. C. Mowen
4. Consumer Behaviour – James F. Engel, Roger B. Blackwell and Paul W. Miniard

**Magazines/Journals:**

1. Business World
2. Business India
3. Business Today
4. Adv. & Marketing
5. Economic Times
6. Inside Fashion WWD/DNR

**Instruction to the Teacher**

Consumer surveys to be done in form of assignments based on any one product category.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM202-18**

**PRODUCTION PLANNING AND CONTROL (THEORY)**

**Course Objective**

To understand the processes and machine used in garment industry.

**Course Contents**

**UNIT - I**

1. Workflow of garment export house.
2. Study of various departments in export unit.
3. History of sewing machine
4. Various machines used in industry

**UNIT - 2**

5. Various production processes – fabric, spreading and cutting, sewing and finishing.
6. Work aids used in industry.
7. Needles – types use defects.
8. Threads – types, use, structure.

**UNIT - 3**

9. Feeding mechanism-its types
10. Stitches and seams.
11. Production planning and control-

**UNIT – 4**

12. Introduction to work-study
13. Method study
14. Work measurement
15. Introduction to ergonomics

**References:**

1. Jacob Solinger., "Apparel Manufacturing Handbook", Van Nostrand Reinhold Company (1980)
2. Peyton B .Hudson. "Guide to Apparel Manufacturing ", MEDIA Apparel Inc (1989) ISBN: 0 - 945116-08-X.
3. Cir., Latham. B., "The Technology of Clothing Manufacture", Blackwell Scientific Publications (1988).
4. Introduction to Work Study - ILO, 1987

**Instructions for External Examiner:**

1. The question paper shall be divided in four units. Shall comprise 8 questions (2 questions from each unit).
2. The students will be required to attempt five questions selecting one question from each unit.
3. All questions will carry equal marks.

**MSFMM203-18**

**RETAIL MERCHANDISING AND BUYING (Theory+ Practical)**

**Course Objective**

1. To develop an understanding of Advance Retail Merchandising, for profit maximization and sales growth.
2. To expose students to the emerging area of category management and collaborative planning.

**Course Content**

**UNIT - I**

1. Merchandising planning tools and Techniques
2. Sales Analysis-ABC analysis
3. Range planning

**UNIT - II**

4. Category Management and collaborative planning and forecasting
5. Basic Profit Factors – The Relationship of Markup to Profit
6. Retail Pricing & re-pricing
7. Inventory Methods

**UNIT - III**

8. Six months buying plans – stock turn, open to buy
9. Case studies in merchandising apparel and soft goods

**Text and Reference:**

1. Profitable merchandising of apparel, Section 2, National Knitwear and Sportswear association, New York Merchandising Mathematics – Antigone Kotsiopulo / Jik yeong Kang-Park Chapter5,
2. Retail Management – Narry Berman/Joel R. Evans, 8th Edition Retail Management – Levy & Weitz

**Magazines/Journals:**

1. Journal of Retails
2. International Retail Journal
3. Fashion Management Journal
4. Images

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

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**MSFMM204-18**

**GLOBAL SOURCING (Theory+ Practical)**

**Course Objective:**

1. To impart knowledge and skills of sourcing
2. To familiarize the students with various product sources and channels
3. To make students gain an in depth knowledge of operational parameters

**Course Contents:**

**UNIT - I**

1. Procuring from all over the world: Meaning, Opportunities and Challenges in Global Sourcing – Differences between Global Sourcing and other sourcing
2. Strategies - Global Sourcing Process – examples of successful companies profiting from Global Sourcing – General conditions required for efficient Global Sourcing.
3. Legal aspects of Global Sourcing – basic elements of Global Sourcing contract –
4. Significance of Global Sourcing of the UN convention on contracts for the international sale of goods

**UNIT - II**

5. Sourcing of woven fabric, knits, trims
6. Characteristics & quality parameters
7. Setting lead time
8. Costing
9. Finished product sourcing -study & compare the following markets on parameters like quality, production facility, lead times, costs etc.
  - a) India
  - b) Subcontinent-China, Bangladesh, Sri Lanka, Pakistan etc.
  - c) Middle East & Far East
  - d) South America
  - e) European Union
  - f) East Europe
10. Vendor Management
  - a) Selection criteria
  - b) Evaluation
  - c) Development
  - d) Product-pricing Relation

- e) Product group based on price
  - f) Low level (basic)
  - g) Up market (fashion)
  - h) Middle market (basic)
  - i) Prêt line
  - j) Haute couture
  - k) Designer and New Luxuries
  - l) Product group based on demand
  - m) Basic
  - n) Fashion
11. Factors affecting sourcing decision – Fabrics, Delivery time, Location, Cost, Design or Value added styling

**Text and Reference:**

1. The Global textile industry – Toyne, Brian
2. Textile & apparel in the global economy – Dickson, Kitty G.
3. Textile & in the international economy- Dickson, Kitty G.
4. Competitive Advantage: Correcting & sustaining superior performance-Porter Michale
5. GerdKerkhoff “Global Sourcing –for the future”, Willey publishers.
6. Borstelmann, Kai, “Global Sourcing”, Wiley publishers.

**Magazines/Journals:**

1. International Textiles
2. Express Textiles
3. Textile outlook international
4. Textile World
5. Japan Textile view

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM205-18**

**FASHION ADVERTISING AND SALES PROMOTION (Theory + Practical)**

**Course Objective:**

1. Two study and apply one of the major component of marketing mix i.e. promotion in the fashion industry.
2. To train students to pursue a career in the areas of advertising and promotion of fashion communication
3. To train students in developing fashion promotion strategies in real industry situation.

**Course Content**

**UNIT - I**

1. Fashion as a unique product and why it needs to be promoted differently.
2. What and why advertising and promotion, benefits, ethical issues in advertising. Advertising in fashion marketing.

**UNIT - II**

3. Advertising Models (AIDA model, Lavidge and Steiner model, Innovation adoption model, Operation model).
4. Advertising media (types, characteristics, media selection, and media scheduling).
5. Advertising appropriation – methods
6. Production creative strategy, execution

**UNIT - III**

7. Advertising agency – function, selection and coordination
8. Advertising effectiveness, evaluation
9. Fashion promotion through fashion shows visual merchandising, special events and sales promotion techniques.

**Suggested Books and References:**

1. Fashion Advertising and Promotion by Jay and Ellen Diamond – Fairchild Publications.
2. Fashion Advertising and Promotion by A. Winters ad Stanley Goodman.
3. Advertising Management – Concepts and Cases by Manendra Mohan.



**Instructions to the Teacher:**

Assignment based on creating advertisement of fashion product.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM206-18**

**MASS COMMUNICATION – (Theory and Practical)**

**Course Objective:**

1. To study and apply the art of communication the fashion industry.
2. To train students to pursue a career in the areas of journalism, public relations and communication.
3. To train student in applying strategies of journalism and communication when entering the industry of fashion.

**UNIT - I**

1. Mass communication as a related topic and how it can be related to fashion. What, why and how communication journalism, advertising and public relations are intrinsic parts today of the fashion industry.
2. Models of mass communication – S-R Model, Laswell’s model Shannon & Weaver’s model osgood’s Schramm’s model.

**UNIT - II**

3. Journalism – Types, characteristics, areas and need.
4. Photography – Types and characteristics.
5. Public Relations – Definition, need and importance.
6. Advertising Agency – Client Servicing, Visualizing, copy Writing and Media Selection.

**UNIT - III**

7. Theories of mass communication – Two step flow theory, Diffusion of innovations Agenda setting theory, Uses & Gratification Theory and four Rings of Defenses.
8. Promotion of fashion through use of mass media depending on media characteristics.
9. Criticism and Reviews of the Fashion Industry.

**PRACTICAL**

10. Project work –
  - a) Reporting of Fashion Guru
  - b) Interview with Fashion Guru
  - c) Interview with a Ramp Model – Male/Female
  - d) Feature on Fashion

- e) Criticism of a fashion show
- f) Planning of a fashion event
- g) A situation requiring Public Relation Techniques
- h) Media selection
- i) Photo-Shoot for a Magazine

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM207-18**

**FINANCIAL MANAGEMENT (Theory)**

**Course Objective:**

1. To provide a fundamental knowledge of accounting
2. At the end of this course the student will have a working knowledge of financial Management Analysis.

**UNIT - I**

Analysis of financial Statements-

1. Financial Analysis: Meaning Significance & Purpose Limitations.
2. Tools for financial Analysis Comparative statements, Common size Statements.

**UNIT - II**

3. Accounting Ratios: Meaning and Objectives
4. Liquidity Ratios: Current Ratio Liquid Ratio
5. Solvency Ratio: debt to equity, Total Assets to debt proprietary Ratio.
6. Activity Ratio: Inventory Turnover, Debtors Turnover, Working Capital Turnover.
7. Profitability Ratio: Gross Profit Operating Ratio.

**Text Books & References;**

Analysis of Financial statement by T.S. Grewal

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM208-18**

**RESEARCH METHODOLOGY**

**Objective**

The Objective of the course is to expose the students to the business research procedures and apprise them with the basic tools of research methodology. The greater stress should be laid on business problems pertaining to marketing, finance, production and personal areas.

**UNIT - 1**

Introduction; meaning and nature of research; significance of research in business decision making, identification and formulation of research problem and setting objectives.

**UNIT - 2**

Research design and data collection; research designs – exploratory, descriptive, diagnostic and experimental data collection; universe, survey population, sampling and sampling designs. Data collection tools- schedule, questionnaire, interview and observation,

**UNIT - 3**

Test of Hypotheses: Z test, t test, chi (x) square test and analysis of variance.

**UNIT - 4**

Interpretation and report writing; introduction, meaning of interpretation, techniques and precautions in interpretation and generalization report writing- purpose, steps and format of research report and final presentation of the research report.

**Details of References**

1. Boyd, Harper W., Ralph Westfall, Stanly F. Starch (1990).
2. Marketing Research Text and Cases Delhi; Richard D. Irwin In., AITBS
3. Cooper, Donald R, Pamela S. Scndler (1998) Business
4. (Text) Research Methods (6th Ed.) New Delhi: Tata McGrew Hill Publishing Co.
5. Goode & Hatt Goode, William and Paul, K. Hatt (1952) Methods in Social Research Tokyo: McGraw Hill.
6. Gopal, M.H. (1970) An Introduction to Research Procedure in Social Sciences Bombay: Asia Publishing House.

7. Johari , J.C. (1988) Introduction to the Methods of Social Sciences. New Delhi: Sterling Publishers.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM209**

**FABRIC STUDY-II (AN OVERVIEW OF TEXTILE TECHNOLOGY) (Theory)**

**Course Objectives :**

1. Basic understanding of knitting and fabric processing.
2. The students may be able to relate and apply the concept.

**Course contents:**

**UNIT - I**

1. Introduction to knitting
2. Basic terms related to knitting
3. Knitted loops, stitches and structures
4. Common fabric names in knits

**UNIT - II**

5. Introduction to preparatory processes of fabric processing
6. Introduction to colouring materials for textiles- dyes and pigments
7. Classification of dyes
8. Stages of dyeing

**UNIT - III**

9. Introduction to textile printing
10. Methods of printing
11. Styles of printing
12. Basic fabric finishes

**Texts and references:**

1. Fabric science- Pizzuto
2. Fiber to fabric – Corbman

**Instructions to the Teacher:**

Field trip to a spinning and weaving unit will be taken.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit.



## **MSFMM210-18**

### **VISUAL MERCHANDISING (Practical)**

#### **Course Objective:**

1. To understand the functional nature of Visual merchandising as on Art and also as a science. Application of principles of VM for store display and window display.
2. To introduce the visual and display properties of merchandise presentation functional and decorative units for display and exhibits are designed and critiqued.

#### **Course Contents:**

##### **UNIT - I**

1. Visual merchandising; Introduction, Meaning, Advantages, Concept, Principles and functions of VM
2. The exterior of store- Signage, Façade, Entrance, Banners, Awnings/Marquee. Outer Display

##### **UNIT - II**

3. Types of windows- close back, open back, island, shadow boxes
4. Store interiors- displays, counters and display cases, shadow boxes, columns, fascia

##### **UNIT - III**

5. Color and texture- physical and psychological reactions to color, color mixing, color schemes
6. Lighting – color, primary secondary lighting, colored and filtered lights
7. Mannequins and dimensional forms
8. Fixtures- types of fixtures

##### **UNIT - IV**

9. Types of displays and floor plans
10. Visual merchandise planning.

**Reference-**

1. Martin M. Pegler: Visual Merchandising and Display, Fifth Edition, Fairchild Books.
2. Robert Colborne: Visual merchandising: the Business of Merchandise Presentation, Thomson Learning.
3. Richard Carty: Visual Merchandising: Principles and Practice, MPC Educational Publishers.
4. Swati Bhalla, Anurag Singhal: Visual Merchandising, Tata McGraw Hill

**Instructions to the Teacher:**

1. Trip to a Fashion Mall and Assignment based on consumer analysis.
2. Window Display of any outlet.
3. Internal marks of 40 will be based on window display of any outlet.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM211-18**

**PRINCIPLES OF DESIGN (Practical)**

**Course Objectives:**

1. To familiarize the students the concept and process of colors and design.
2. To enable student to develop basic understanding for Visual merchandising through the knowledge of design.

**UNIT - I**

1. Balance
2. Gradation
3. Repetition

**UNIT - II**

4. Contrast
5. Harmony
6. Dominance
7. Unity

**References-**

1. Grafix-by Wolfganhageney
2. Traditional Japanese- Small Motif-by Kamon Yoshimoto 3.Symbols Signs- by American institute for graphics arts.
3. Morocco modern- By Herbert YPMA
4. Cacti and Succulents – By Terry Hewitt
4. 6.Encyclopedia of Butterfly World – By Paul Smart F res.
5. Arabic Ornament- J Collin booking international Paris
6. Repeat pattern-peter Phillips Gillian buncethames Hudson
7. Japan Patterns- Belverde
8. Design and illustration (Marine)-M.Kumakiri SEI DEA SA
9. Design Element – 2 Richard hora, Miss hora, Art Direction Book Company, NY
10. From historic ornament : W & G Audsley Dover Publications Inc.Design and Pattern

**Instructions to the Examiner:**

Evaluation based on Submission of Files for the assignments allocated in the class

**MSFMM212-18**

**GRAPHIC DESIGN AND COMPUTER APPLICATIONS - I**

**Course Description:**

This course is aimed at students and design professionals who are interested in learning how to design, print using Photoshop. To create, capture and enhance the images in accordance with the final objective. It is a bitmap based graphic designing program that designers use to create professional artwork or advertisements in this course, students will explore the advanced features available with Photoshop including advanced text, color, layout and layers styles.

**Objectives:**

1. Learn how to manipulate, edit, and adjust images by using, the different tools in Photoshop. Students will learn how to apply layer effects and filters to create special effects, including lighting and texture effects.
2. To show advanced skills in using painting tools and blending modes to create special effects and quality artworks.
3. Perform good skill in color correction and restoration of photographs and images.
4. To learn how to optimize images for use on the Web, and the advantages of using image slicing techniques.
5. Demonstrate basic skills in developing a time-based production
6. Duration-6 months
7. One class per week of 3 hrs.

**Teaching Techniques**

1. Classroom lectures, demonstrations, & discussions.
2. Individual and small group work.
3. Hands-on lab classes/Assignments

**Examination /Evaluation scheme**

**Practical Examination:**

One Practical examination of 3 hours duration will be conducted on the modules described in the curriculum. The maximum marks will be 100.

**Note: All topics are covered in extreme detail with practical examples for all.**

### **UNIT - I**

Introduction To Adobe Photoshop, Opening new files, Opening existing files, exploring the Toolbox, Exploring Panels & Menus, Creating & Viewing a New Document, About Photoshop, Navigating Photoshop, Working with Images and Basic Selections, Working with Multiple Images, Rulers, Guides & Grids, Adjusting Color with the New Adjustments Panel, Getting Started With Layers And Painting Commands, Understanding the Background Layer, Creating, Selecting, Linking & Deleting Layers, Introduction to Blending Modes

### **UNIT - II**

Photo Draping In Adobe Photoshop, Photo Draping Basics, Using a Wrap tool to Photo, Photo Draping a garment/dress with Blending modes, Photo Draping a Bed, Painting In Photoshop Using the Brush Tool, Working with Colors & Swatches, Creating & Using Gradients, Creating & Working with Brushes.

### **UNIT - III**

Photo Retouching And Color Correction, The Red Eye Tool, The Clone Stamp Tool, The Patch Tool & the Healing Brush Tool, The Spot Healing Brush Tool, The Color Replacement Tool, Adjusting Levels, Adjust Curves, Non-Destructively, with Adjustment Layers

### **UNIT - IV**

Using Quick Mask Mode and the Pen Tool, Working With Colors And Color Settings, Working with the Color palette, Using the Color palette, Editing Foreground color and Background color, using the Color ramp, setting the CMYK Color gamut, Creating

# **SYLLABUS**

  

# **SEMESTER - III**

**MSFMM301-18**

**BRAND MANAGEMENT (Theory)**

**UNIT - I**

**Brand Management:** Brand definition, layers of brand, product and service brands, branding options, branding and buying process Brand building- brand building process, value proposition, and importance of brands

**Building customer relationship**

**UNIT - II**

Brand identity and brand positioning- concept, identity image, positioning, limitations of positioning, identity six facets prism Brand equity;-concept, value of brands to companies

**UNIT - III**

Branding Strategy Decision – product, line, range, umbrella, source, endorsing brand strategy Brand Repositioning; Packaging and Labelling; Managing Brand and Product line

**Portfolios-**

BCG Matrix, GE MODEL, ANSIFFF'S MATRIX

Case studies-any 2

**References-**

1. Philip Kotler, Waldemar Pfoertsh: B2B Brand Management, Springer.
2. Gary L. Lilen & Arvind Rangswami: New Product and Brand Management - Marketing Engineering
3. Applications, Prentice Hall India.
4. Christoph H. Loch, Stylianos Kavadias: Handbook of New Product Development Management,
5. Butterworth-Heinemann
6. R. Elliott and L. Percy: Strategic Brand Management, Oxford University Press.
7. P. Trott: Innovation Management and New Product Management, Prentice Hall India.

**Instructions to the Teacher:**

Trip to a Fashion Mall to understand concept of branding. Assignment based on brand analysis.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit



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**MSFMM302-18**

**MARKETING STRATEGIES (THEORY)**

**Course Objective**

1. The course will allow students to bring together all of their learned functional skills (i.e., accounting, finance, marketing, etc.) and use them to study organizational problems within the context of real-world business case studies.
2. To introduce students with multifunctional organizational problems.
3. To actively involve students in the exploration of current ideas, issues, problems and Techniques associated with those of top management and the total organization.

**Course Content**

**UNIT - I**

1. Introduction to Marketing Strategies - Need and Importance.
2. Definition, Nature, Scope, Importance, Benefits of Strategy & Strategic Management. Strategic Decision Making. Process of Strategic Management and levels at which strategy operates. Role of Strategists, Formality in Strategic Management & Forces defining formality.
3. Defining Strategic Intent – Vision, Mission, Objectives, Goals, Targets, Procedures and Philosophies.

**UNIT - II**

4. Industry Analysis - Porter's five force model and strategies groups, Competitive advantage, Formulation of Strategy, Positioning the organization, exploiting the industry change.
5. Organizational Analysis through Internal Scanning: Value chain analysis, Organization structure and culture, various strategies issues. SWOT, McKinsey 7s Model.

**UNIT - III**

6. Levels of Strategy
  - a) Corporate Level Strategies - Stability, Growth, Retrenchment, Combination and Portfolio strategies.
  - b) Business Level Strategies - Cost leadership, Differentiation, Focus.
  - c) Functional Level Strategies - Marketing, Financial, Operation, Research and development, HRM, Information System Strategies.
7. Types of International Strategies – International, Multi Domestic, Global and Transnational.

**UNIT - IV**

8. Building and Restructuring Business: Start up route, Acquisition, Joint venture, Merger, Takeover, Restructuring, Divestment, Harvest, Liquidation, Turnaround strategy.
9. Strategic Choice: Concept, Process, BCG Matrix, GE Multifactor Portfolio matrix, Balance scorecard.

**Books for References:**

1. M.J. Xavier: Strategic Marketing, Response Books Publications.
2. Jeyarathnam: Strategic Management, Himalaya Publishing House.
3. J. David Hunger, Thomas L. Wheelen and tom Wheelen: Essentials of Strategic Management, Prentice Hall India.
4. Glueck: Business Policy and Strategic Management, Tata McGraw Hill.
5. Rajeev Batra, John Myers and David Aaker: Advertising Management, Pearson Education.
6. Dave Chaffey, Richard Mayer, Kevin Johnston: Internet marketing: strategy, implementation and practice, Financial Times Prentice Hall India.

**Instructions to the Teacher:**

Assignments based on any market strategy of a company.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM303-18**

**SUPPLY CHAIN MANAGEMENT (Theory)**

**Course Objectives:**

1. To give students an understanding that the problems and issues within the respective fields of Supply chain management
2. To give knowledge of the functions of the logistics and supply chain systems - to give knowledge of the relations of the logistics and supply chain systems to its environment

**Course Content**

**UNIT - I**

1. Introduction to Supply Chain Management- Definition, Scope & Importance of Supply Chain Management.
2. Key drivers of the SCM, Features of Supply Chain Management.

**UNIT - II**

3. Logistical Activities-Definition of Logistics Management, Scope and role of Transportation, Relationship between transportation and other business functions.
4. Demand Management and Forecasting in a Supply Chain.

**UNIT - III**

5. Planning Supply and Demand in Logistics and Supply Chain Management- Planning & Sourcing in Supply Chain, Demand forecasting, Type and Time horizon of forecast and category of forecasting, aggregate planning.
6. Warehousing Decisions and Facilities Location in a Supply Chain Network.

**UNIT - IV**

7. Planning and Managing Inventory in a Supply Chain- Inventory Control, Planning & Managing Inventories, Warehouse Management (Receipt, issue, storage and preservation, stock verification, In bound and out bound distribution operations), Order Management
8. Transportation, Network Design and Information Technology
9. Organization of the Supply Chain
10. Supply Chain synchronization
11. Supply Chain Performance Measurements

12. Sourcing and Procurement

**Books & References**

1. N. Viswanadham. Analysis of Manufacturing Enterprises. Kluwer Academic Publishers
2. Sridhar Tayur, Ram Ganeshan, Michael Magazine (editors). Quantitative Models for Supply Chain Management. Kluwer Academic Publishers
3. R.B. Handfield and E.L. Nochols, Jr. Introduction to Supply Chain Management. Prentice Hall
4. Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India
5. Jeremy F. Shapiro. Modeling the Supply Chain.
6. Duxbury Thomson Learning David Simchi Levi, Philip kaminsky, and Edith Simchi Levi.-
7. Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies. Irwin McGrawHill

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM304-18**

**CUSTOMER RELATIONSHIP MANAGEMENT (Theory)**

**Course Objective:**

1. To familiarize the student with the importance and application of the concept “Customer Relationship Management” (CRM) in fashion business.
2. Understanding Relationship management and technological tools required for its success.

**UNIT - I**

1. **Customer Relationship Management:** Introduction to CRM, History and development of CRM, Relationship marketing and customer relationship management, Organization and CRM, Customer value and Customer Satisfaction, CRM as an integral business strategy, Business environment of CRM, CRM business models.

**UNIT - II**

2. Sales Force Automation – Contact Management – Concept – Enterprise Marketing Management – The Core Beliefs – CRM in India.
3. Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Alignment with Customer Ecosystem – Vendor Selection
4. Implementation Strategy.
5. Database Marketing – Prospect Database – Data Warehouse and Data Mining – Analysis of Customer Relationship Technologies – Best Practices In Marketing Technology
6. CRM in various sectors: Developing and Implementing CRM strategy; Understanding privacy and ethical consideration in CRM; Future of CRM; CRM in Practice- CRM in Retailing.

**Books & References:**

1. Customer Relationship Management : A Strategic Perspective, G Shainesh, Jagdish N Sheth
2. Harvard Business Review on Customer Relationship Management, C K Parhalad
3. Customer Relationship Management; Kristen L Anderson

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM305-18**

**BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY - (theory)**

**Course Objective**

To have an understanding of business environment and the importance of social responsibility on the part of a business organization.

**UNIT - I**

1. Ethics – Meaning, Definition, Objectives. Sources, Types – Ethics and Business – Need, Importance, Nature, Scope and Objectives – Myths about Business Ethics – Ethics and the Organization – Running an ethical businesses
2. Ethics in Marketing: Ethics in areas of advertising, new product pricing, product packaging and labelling, personal Selling, International marketing, establishing ethical standards – Ethics in Retail Business .

**UNIT - II**

3. Ethics in HRM: Privacy issues – psychological expectation model – Restructuring and layoffs – wages, empowerment of the weakest and unique – advancement of women in the workforce – Human Quality Development – Sexual harassment – Discrimination – Whistle Blowing Vs. Organizational loyalty – Employer rights and responsibilities
4. Ethics in Production and Operations Management – Ethics in Finance Specific laws that affect retailers .

**UNIT - III**

5. Ethics in global business – Ethical International decision-making methods – Corporate Responsibility and the environment.

**REFERENCE BOOKS**

1. C S V Murthy – Business Ethics – Text and Cases, Himalaya Publishing House, Second edition, 2006
2. Joseph W Weiss, Business Ethics – A Stakeholder and Issues Manag.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

## **MSFMM306-18**

### **BUSINESS COMMUNICATION (Theory)**

#### **Course Objectives**

To encourage the all-round development of students by focusing on business communication skills and to make student aware about the importance, the role and the content of communication skills through instruction, knowledge acquisition and practice.

#### **Course Content**

##### **UNIT - I**

1. Fundamentals of Communication
  - a) The importance of Communication
  - b) The Basic Forms of Communication
  - c) The Process of Communication
  - d) Barriers to Communication
  - e) Dealing with Communication Barriers

##### **UNIT - II**

2. Verbal communication-
  - a) Types of verbal Communication (Grapevine, face to face, Telephonic, Negotiation, Formal and Informal etc.)
  - b) Listening Skills
  - c) Group Communication: Factors in Group Communication, Group Decision Making
  - d) Barriers in verbal communication
3. Nonverbal Communication -Body Language. Kinesics
  - a) Characteristics of Nonverbal Communication
  - b) Components of Nonverbal Communication
  - c) Body Language. Kinesics-Physical Appearance, Postures, Gestures
  - d) Barriers in nonverbal communication.

##### **UNIT - III**

4. Written Communication

- a) Letter Writing-types of Business Letter (internal & external business environment),
- b) types of formats, Resume writing formats and Job Applications
- c) Other forms of Written Communication-Memo, Agenda, Minutes of the Meeting, Press releases, Handouts, Notice, circulars etc.
- d) Recent developments in modes of communication like internet, video conferencing etc.

#### **UNIT - IV**

5. The Ethics of Interviewing
  - a) Interview and Interview techniques -
  - b) Guidelines for the Interviewer Guidelines for the Respondent

#### **Suggested Readings:**

1. Lesikar, Petit & Lesikar's: Basic Business, Tata McGraw Hill
2. Poe & Fruchling: Basic Communication, AITBS.
3. Taylor: English Conversion Practice, Tata McGraw Hill.
4. Diwan & Aggarwal: Business Communication, Excel Books.
5. Baugh, Frayer & Thomas: How to write first class Business Correspondence, Viva Books.

#### **Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit



**MSFMM307-18**

**OPERATIONS RESEARCH (Theory)**

**Course Objective:**

To understand the basic concepts of operations research and its usage for business managers

**UNIT - 1**

1. **Basics:** Development of Operation Research, characteristics of operations research. Decision making scope of O.R. in Garment industry. Phases of Operation research
2. **Linear Programming:** Introduction, requirements and assumptions, formulation Of problems. Example on applications of linear programming.

**UNIT - 2**

3. **Graphical Method:** To solve the formulated problems graphically, Limitation of graphical method
4. **Simplex Method:** Solution of maximization and minimization problems by simplex method. Artificial variables and Big M

**UNIT - 3**

5. **Transportation:** Introduction, Method for obtaining initial basic feasible solution. Degeneracy. Vogel's approximation method and optimization.
6. **Assignment:** Introduction, Comparison with transportation method. Assignment algorithm, restrictions on assignment.

**UNIT - 4**

7. **PERT-CPM:** Introduction to PERT-CPM. Role of PERT-CPM in project management
8. Sequencing Problems

**References:**

1. J. Heizer, B.Render. "Production and Operations Management ", Prentice Hall (1993) ISBN: 0-205-14048-3.
2. Hamdy A. Taha, "Operations Research an introduction ", Maxmillan Publishing Company, New york, Third Edition, 1982.

3. Hamdy A. Taha, "An introduction to Operations Research", Maxmillan Publishing Company, New York, Fifth Edition, 1996.
4. Narayan Bhat U, "Elements of Applied Stochastic processes", John Wiley and Sons, 1972.
5. Fredrick S. Hiller and Gerald J Liberman, "Introduction to Operations Research", McGraw-Hill

**Instructions for External Examiner:**

1. The question paper shall be divided in four units. Shall comprise 8 questions (2 questions from each unit).
2. The students will be required To attempt five questions selecting one question from each unit.
3. All questions will carry equal marks.

**MSFMM308-18**

**INTRODUCTION TO COST ACCOUNTING**

**UNIT - I**

1. Nature & Scope of Cost Accounting
  - a) Introduction
  - b) Meaning of Cost Accounting
  - c) Limitations of Financial Accounting
  - d) Scope of Cost Accounting
2. Cost – Analysis, concept & classification
  - a) Cost Sheet along with the treatment of stock
  - b) Cost concepts – Cost Centre, Profit Centre

**UNIT - II**

3. Material Control : Techniques of Material Control
  - a) Level Setting
  - b) Just In time Inventory
  - c) VED analysis
  - d) EOQ
  - e) ABC analysis
  - f) Perpetual Inventory Control
  - g) FNSD Analysis

**UNIT - III**

4. Materials Costing
  - a) Methods of Valuing Material Issues (FIFO, LIFO, Average Cost)
  - b) Material Losses – Theory of Waste, Scrap, Defective s & Spoilage
5. Text Book
6. Practical Problems in cost Accounting by S.P. Jain & K.L. Narang

**Instructions to the Examiner:**

1. There will be three questions of 10 marks each in each unit.
2. Question Paper will have the total of nine questions.

3. It will be compulsory to attempt two questions from each unit and the rest two questions can be attempted from any unit.

## **MSFMM309-18**

### **HUMAN RESOURCE MANAGEMENT (Theory)**

#### **Course Objective:**

1. To help students understand appreciate and analyze work force at the managerial and non-managerial levels.
2. The course also facilitates learning of various concepts, new trends and skills required for Planning, managing and development of human resources for organizational effectiveness.

#### **Course Content**

##### **UNIT – I**

###### **1. Introduction of HRM:**

HRM – Definition, Concept, Scope, Models, Importance. Role of HR Executives- HRM Functions, Challenges in HRM, Modern Day challenges of HR Executives, Organization Structure and its types.

##### **UNIT - II**

###### **2. Job Analysis and Design:**

HRM Environment and Environmental Scanning. Concept of Job Analysis and Design, Methods of Job Analysis, Job Description, Job Specification

Modern Management Techniques: Job Rotation, Job Enlargement, Job Enrichment. Managing the De-jobbed world, Competency mapping.

###### **3. Human Resource Planning (HRP):**

Human Resource Planning – Need, Importance, Process. Levels and Types of HRP.

Techniques for forecasting demand and supply for employees, Gap analysis between supply and demand and HRP Models. Managing ethical issues in HRM, HRD audit.

##### **UNIT - III**

###### **4. Recruitment and Selection Process.**

Recruitment– Definition, Process.

Factors Affecting Recruitment, Sources of recruitment, Modern Techniques of recruitment.

###### **5. Recruitment Policies.**

Selection – Definition, Process, Steps involved in Selection Procedure. Various types of Test involved in Selection. Types of Interview: Methods, Process (including reference check and

medical examination). Differences between Recruitment and Selection, Placement and induction, Competency testing systems.

**6. Performance and Potential Appraisal.**

Performance Appraisal- Concept, Objectives, Appraisal Process, Need, Importance.

Methods - Traditional & Modern Methods of Appraisal (including MBO, 360 degree, Assessment Centre, Balanced Scorecard, etc.), Pitfalls in Performance Appraisal-Potential appraisal, Global Practices in HRM: e-HRM/HRIS

**References-**

1. Aswathappa, Human Resource Management, Tata McGraw-Hill.
2. Bratton, J. and Gold, J., Human Resource Management: Theory and Practice, Palgrave.
3. Flippo, E., Human Resource Management, McGraw Hill.
4. Gomez-Mejia et al., Managing Human Resources, Pearson Education.
5. Ivantsevich, Human Resource Management, Tata McGraw-Hill.
6. Kandula, S.R., Human Resource Management in Practice, Prentice Hall of India Pvt. Ltd.

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM310-18**

**FASHION FORECASTING AND PRODUCT DEVELOPMENT (Practical)**

**Course Objective:**

1. Basic understanding of concepts of Product Development and steps in Product Development
2. To impart knowledge of understanding of interpretation of Fashion Forecast
3. To develop an understanding of application of Fashion Forecast in Product Development

**Course Contents:**

**UNIT - I**

1. Fashion Research process and methods – Trade shows, publication, Historical sources etc.
2. Ingredients of a Fashion Forecast (Silhouette, Color, Fabric, Embroidery/Print, Mood Felling, Retail)
3. Forecast Presentation Techniques
4. Interpretation of Fashion Forecast Service

**UNIT - II**

5. Basic concepts of Product Development
6. Steps in Product Development
7. Product Development Decision – Develop on own or source from outside.

**UNIT - III**

8. Product Development- anyone-1. Apparels / accessories
9. Development and Design Process
10. Costing product of the Developed Product

**Texts and Reference:**

1. Fashion Design and Product development by Harrold Carr and John Pomery Blackwell Scientific Publications
2. Apparel Product development by Maurice J. Johnson, Evelyn C. Moore, and Prentice
3. Hall Fashion Forecasting by Rita Perna, Fairchild Publications

**Magazines / Journals:**

1. Vogue WWD
2. View Fashion Weekly
3. Inside FW
4. Trends DNR

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

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**MSFMM311-18**

**GRAPHIC DESIGN AND COMPUTER APPLICATIONS-II (Practical)**

**Course Description:**

This course is aimed at students and design professionals who are interested in learning how to design, print using Corel DRAW. To create, capture and enhance the images in accordance with the final objective. It is a vector based graphic designing program that designers use to create professional artwork or advertisements. In this course, students will explore the advanced features available with CorelDraw including advanced text, color, layout, layers styles and template techniques.

**Objectives:**

1. After completing this course, you will be able to use CorelDraw advanced text, color, layout, latter style, and template techniques etc.
2. Students will learn how to apply layer effects and filters to create special effects, including lighting and texture effects.
3. To show advanced skills in using painting tools and blending modes to create special effects and quality artworks.
4. Perform good skill in Designing brochures, pamphlets, magazine cover pages, cards, logos and advertisements etc.
5. Duration-6 months
6. One class per week of 3 hrs.

**Teaching Techniques**

1. Classroom lectures, demonstrations, & discussions.
2. Individual and small group work.
3. Hands-on lab classes/Assignments

**Pre-requisite**

Students should have basic knowledge in using Windows operating system and to access and work with the files and programs using Windows OS. It will be more preferable, if you have color sense and some photography or artistic skills.

**Examination /Evaluation scheme**

**Practical Examination:** One Practical examination of 3 hours duration will be conducted on the modules described in the curriculum. The maximum marks will be 100.

**Note: All topics are covered in extreme detail with practical examples for**

**all. UNIT - I**



Introduction to Corel draw, Exploring the CorelDraw Screen, Inserting and Deleting Pages, Changing Page, Customizing Options, Using Multiple Workspaces, Creation and manipulation, Drawing and Shaping Tools, Using the Freehand Tool, Drawing Lines and Polylines, Working With Special Effects And Texts, Drawing With the Artistic Media Tool, Shaping an Object with an Envelope, Extruding an Object, Blending Two Objects, Using the Lens Effect, Adding Perspectives, Using Power Clips

## **UNIT - II**

Using Fill Tool, Fountain Fill, Pattern Fill, Interactive Mesh fill, Copying Attributes, Setting Outline and Fill Defaults, Arranging Objects, Grouping and Ungrouping Objects, Using Guidelines, Using Dynamic Guides, Using Snap To, Aligning Objects, Group and Child Objects, Combining and Breaking Objects, Welding Objects, Using Intersection

## **UNIT - III**

Working With Paragraph, Importing and Sizing Paragraph Text, Flowing Text Between Frames, Formatting Paragraph Frames, Wrapping Paragraph Text Around Objects, Applying Drop Caps, Typing Text Into Objects, Special Text Effects, Fitting Text to a Path Working With Colors, Fills, & Outlines, Color Palettes, Fills & Outlines, Eyedropper Tool Smart Fill.

## **UNIT - IV**

Deleting Objects, Sizing Objects, Transforming Objects, Mirroring Objects, Rotating and Skewing Objects, Typing Text into Objects, Converting Text to Curves, Creating Blended Text Shadows, Using Symbols and Clipart, Inserting Text Symbols, Adding Clipart, Modifying Clipart, Working With Bitmaps, What is a Bitmap, Importing Bitmap Options

## **Suggested Books**

1. Microsoft office 2010 for Dummies, “Wallace Wang”, Wiley India Pvt. Limited, 2010.
2. CorelDraw X5 In Simple Steps,”Kogent Learning Solutions Inc.”, Wiley India Pvt. Limited, 2011.
3. Photoshop Cs2 (savvy), By Romaniello

# **SYLLABUS**

  

# **SEMESTER - IV**

**MSFMM401-18**

**INTERNATIONAL MARKETING AND LEGAL ENVIRONMENT OF BUSINESS**

***Course objective-***

To make students aware of various international concepts and understanding of marketing processes being followed by various industries.

UNIT-1

1. International Marketing -Concept and scope., Objectives ,Challenges and opportunities in International Marketing.
2. Global Marketing Environment—Economic Environment, Socio cultural Environment, Legal and statutory framework, Need for Environmental analysis,

Unit-II

1. Foreign Market Entry strategies; their merits and demerits
2. International Pricing, Decisions and factors influencing these decisions Uniform
3. pricing V/s Market by market pricing
  - a. . Brief introduction to physical channels of distribution for International Markets.
4. Difficulties in designing International Distribution channels
5. Global Advertising –Issues and challenges, Merits & demerits of standardized global advertising theme, Push V/s Pull Strategies for International Markets

UNIT-III

1. Export Documentation: Submitting Documents to Bank for purchase / Collection /
2. Negotiation under L/C. Export Credit Limit. Preparing Export Document Shipping and
3. Customs Clearance of the goods.

UNIT-IV

1. AEPC role in the administration of export entitlement policy.
2. Export promotional activities of A.E.P.C.
3. Facilities available for garment exporters.
  - a) Cash Compensatory Support.
  - b) Duty draws back.
  - c) Export finance through banks.
  - d) Export credit Guarantee Corporation.
  - e) Export – Import Bank.
  - f) Market Development Assistance.
  - g) 100% Export Oriented scheme of the Govt. of India.
  - h) Free Trade Zones.

UNIT-V

1. How to start a Garment Exporting Company?
2. Export contracts.

**References-**

1. International Marketing by Cateora
2. Global Marketing Management by Warren Keegan
3. Global Marketing Strategies by Jeannet
4. International Marketing Management by Subhash Jai

**Instructions to the examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions ) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each , out of which four questions are compulsory. The questions will be two from each unit.

It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

## **MSFMM402-18**

### **ENTREPRENEUR DEVELOPMENT PROGRAM & INTELLECTUAL PROPERTY RIGHTS**

#### **Objectives:**

The main aim of the subject is on developing entrepreneurship skills in participants by Preparing them for the competencies required and to have basic knowledge of intellectual property rights.

The course also aims at giving insights into the Management of Small Family Business.

#### **UNIT - I**

**Entrepreneurship:** Concept and Definitions, Entrepreneurship and Economic Development, Classification and Types of Entrepreneurs, Entrepreneurial Competencies, Factor Affecting Entrepreneurial Growth - EDP Programme, Entrepreneurial Training, Traits/Qualities of an Entrepreneurs,.

#### **UNIT - II**

**Small Enterprises and Enterprise Launching Formalities :** Definition of Small Scale, Rationale, Objective, Scope, Role of SME in Economic Development of India, SME, Registration, NOC from Pollution Board, Machinery and Equipment Selection, Project Report Preparation, Preparing Project Report, Project Planning and Scheduling.

#### **UNIT - III**

Patents - Objectives, Rights, Assignments, Defenses in case of Infringement

Copyright - Objectives, Rights, Transfer of Copyright, work of employment Infringement, Defenses for infringement

#### **UNIT - IV**

Trademarks - Objectives, Rights, Protection of goodwill, Infringement, Passing off, Defenses.

Designs - Objectives, Rights, Assignments, Infringements, Defenses of Design Infringement  
Enforcement of Intellectual Property Rights - Civil Remedies, Criminal Remedies, Border Security Measures.

Practical Aspects of Licensing -Benefits, Determinative factors, important clauses, licensing clauses.

**Suggested Readings:**

1. D.F. Kuratko and R.M. Hodgetts: Entrepreneurship - Theory, Process and Practice, Thomson Press.
2. J.S. Saini: Entrepreneurship and Small Business in India, Himalaya Publishing House.
3. P. Charantimath: Entrepreneurship Development: Small Business Enterprises, Pearson Education.
4. Vasant Desai: Small-Scale Industries and Entrepreneurship, Himalaya Publishing House.
5. Otes David: A Guide to Entrepreneurship, Jaico Books Publishing House.
6. D.H. Holt: Entrepreneurship – New Venture Creation, Prentice Hall India.
7. A. Kaulgud: Entrepreneurship Management, Vikas Publishing House.
8. B. Theduri: Entrepreneurship Development – An Analytical Study, Akansha

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

**MSFMM403-18**

**TRENDS FORECASTING-**

**Course Objective:**

Trends Forecasting helps create a competitive advantage for business organizations. Students study the theories of fashion change; how to research, organize, analyze, and integrate information to apply trend knowledge into a forecast presentation.

**UNIT - I-**

1. Analyze trends and trend cycles to predict future trends
2. Perform market research for the development of trend analysis
3. Demonstrate knowledge of current designers and brands
4. Research current designers and brands
5. Develop a personal strategy for staying informed about the apparel industry

**UNIT - II**

6. Communicate creative concepts effectively
7. Communicate visually through roughs, boards, and illustrations
8. Communicate using industry standard terminology
9. Utilize the research process to recognize past and present influences and forecast future influences

**UNIT - III**

10. Analyze and synthesize data, and draw conclusions
11. Demonstrate creative thought process
12. Compose data to support analysis
13. Present data to draw conclusion

**References-**

1. Grafix-by Wolfganheney
2. Traditional Japanese- Small Motif-by Kamon Yoshimoto 3.Symbols Signs- by American institute for graphics arts.
3. Morocco modern- By Herbert YPMA

4. Cacti and Succulents – By Terry Hewitt 6.Encyclopedia of Butterfly World – By Paul Smart F res.
5. Arabic Ornament- J Collin booking international Paris
6. Repeat pattern-peter Phillips Gillian buncethames Hudson
7. Japan Patterns- Belverde
8. Design and illustration (Marine)-M.Kumakiri SEI DEA SA
9. Design Element – 2 Richard hora, Miss hora, Art Direction Book Company, NY
10. From historic ornament : W & G Audsley Dover Publications Inc. Design and Pattern

**Instructions to the Examiner:**

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
2. There will be six questions of 10 marks each, out of which four questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit



**MSFMM404-18**

**INFORMATION TECHNOLOGY AND STATISTICAL TECHNIQUES FOR RESEARCH**  
**(practical)**

**Course Objective**

The main objective is to offer a good understanding of the basics of statistical tools used to analyse the data required to understand the market.

**UNIT - 1**

Electronic commerce system- introduction, scope of e-commerce, Categories of E-commerce, M-commerce.

Decision Support System.

**UNIT - II**

1. Understanding of statistical functions, frequency distribution, charts, graphs and tables, pivot tables and charts, one-Sample t-test, one-way between-groups ANNOVA, correlation and regression, Chi-square tests

**(all practical using** relevant software available.)

**Suggested reading**

1. Computer fundamentals, BPB Publications
2. Internet for Everyone, A Leon & A. Leon, vikas publishing house

**MSFMM405-18**

**RESEARCH PROJECT**

At the end of the examination of 3<sup>rd</sup> Semester, the students are required to carry out a research project for a period of 3 months in the final semester and Every student is required to submit the Report and presentation at the end during final evaluation.