

BRIDGE PROGRAM (FD & TD)**Contact Hours: 36**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BP BSc -101	Research Methodology and Documentation			3	100		100	2
BP BSc -102	Fashion Retail Management			3	100		100	2
BP BSc -103	Brand analysis-Fashion and textile accessories			3	100		100	2
BP BSc -104	HandCrafted Skills			3	100		100	2
BP NIIFT-105	Intellectual Property Rights			3	100		100	2
BP NIIFT-106	Personality Development and Communication Skills	3				100	100	2
BP NIIFT-107	Entrepreneurship Development Program			3	100		100	2
BP NIIFT-108	Environmental Science	3				100	100	2
BP NIIFT-109	Research Project			12	200		200	8
	Total						1000	24

Pradyumn

Shivita Singh

SYLLABUS FOR
FASHION DESIGN(FD)
& TEXTILE DESIGN
BRIDGE PROGRAM

Prasanna
Sunita Singh

LIST OF SUBJECTS

Bridge Program- Fashion Design & Textile Design

1. BP B.Sc. 101 Research Methodology and Documentation
2. BP B.Sc. 102 Fashion Retail Management
3. BP FD 103 Brand analysis-Fashion and textile accessories
4. BP B.Sc 104 HandCrafted Skills
5. BP NIIFT 105 Intellectual Property Rights
6. BP NIIFT 106 Personality Development and Communication Skills
7. BP NIIFT 107 Entrepreneurship Development Program
8. BP NIIFT 108 Environmental Science
9. BP NIIFT 109 Research Project

Prashant
Shrivastava

SUBJECT-1

BP B.Sc. 101

RESEARCH METHODOLOGY & DOCUMENTATION

Marks-100

Course objectives:

- To understand the basic principles of research and learn various methods available for collecting and analyzing data.
- Application of research techniques to collect & analyze data.
- To understand the basic principles of photography as a skill and medium for effective documentation and communication.
- To become aware of cultural nuances and personal interpretations in documentation.
- To learn to work in a team and to maximize individual contributions towards attaining depth in the study.

Course contents:

Concept domain

- To employ the most appropriate methodology for the research.
- To employ the basic elements of good photography for effective communication.
- To view photo- documentation as a means of telling a shared or individual story

Knowledge domain:

- To know the basic elements of research methodology
- To know the various methods of qualitative research methodology.
- To know the basic elements of photography as a tool of communication and documentation.
- To know the elements of good photographic presentation and documentation.
- To explore the syntactic of the visual image in photography

Skill domain:

- Effective choice and use of research techniques in relation to the research problem
- Successful data collection and analysis
- The complete use of the camera for effective results
- To understand the fundamentals of photography, operations and functions of different accessories/ equipments related to it.
- To develop a capacity to handle light and lighting equipment as an element of design.

Prabir Ghosh
Shivita Singh

References:

- Research Methods by
Coopers
- Marketing
Management – Philip Kotler
- Marketing Research –
Tull & Green
- Johari Johari, J.C. (1988) Introduction to the Methods of Social Sciences. New
Delhi: Sterling Publishers.
- Kothari Kothari, C.R. (1990) Research Methodology – Methods and
Techniques 2nd Ed. New Delhi: ViswaPrakashan
- Majumdar Majumdar, Ramanuj (1991) Marketing Research Text,
Applications and Case Studies. New Delhi: Wiley Eastern Edition.

The student will be evaluated on the basis of:

His / Her presentation style

- Feedback of Faculty & Students

The student is required to present the work in the form of

1. Seminar Presentation-40 Marks
2. Report Preparation-40 Marks
3. Viva-20 Marks

Rashmi

Sumita Singh

SUBJECT-2

BP B.Sc. 102

FASHION RETAIL MANAGEMENT

Marks 100

COURSE OBJECTIVES:

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

Course Contents:

1. Retailing – its need, importance, history of the retail trade
2. Characteristics of Retail industry & Indian retail industry environment
3. Career in Retailing & Emerging Trend in retailing
4. Emerging Indian retailer
5. Mall trend in India
6. Different format for Retailing - Single product retailing, Multiproduct Retailing for similar product, Multiproduct Retailing for different product
7. Store Formats - Types of Retailers, Types of Ownership
8. Elements of Retail Mix
9. Store Organizations
10. Retail Marketing Strategy
11. Strategic Profit Model
12. Trade area analysis and site selection
13. Departmentalization, Layout planning, space allocation

References:

Magazines / Journals:

Vogue WWD
View Fashion Weekly
Inside FW
Trends DNR

RECOMMENDED BOOKS FOR RETAIL MANAGEMENT:

1. Retailing Management by Swapna Pradhan, 2/e, 2007 & 2008, TMH

*Prabhakar
Shrinika Singh*

2. Integrated Retail Management by James R. Ogden & Denise T. Ogden, 2007, Biztantra
3. Retail Management – Levy & Weitz-TMH 5th Edition 2002

The student will be evaluated on the basis of:

His / Her presentation style

- Feedback of Faculty & Students

The student is required to present the work in the form of

1. Seminar Presentation-40 Marks
2. Report Preparation-40 Marks
3. Viva-20 Marks

Rashid
Sumita Singh

SUBJECT-3

BP FD 103

BRAND ANALYSIS- FASHION AND TEXTILE ACCESSORIES

Marks 100

Unit 1-

Brand analysis : Brand definition, layers of brand, product and service brands, options of branding, branding and buying process.

Brand building-definition , brand building process, value proposition, importance of brands
Building customer relationship

Unit 2

Brand identity and brand positioning- concept, identity image, positioning ,limitations of positioning ,identity six facets prism

Brand equity;-definition ,concept , value of brands to various companies

Unit 3

Branding Strategy Decision – product, line, range, umbrella, source, endorsing brand strategy

Brand Repositioning; Packaging and Labeling; Managing Brand and Product line portfolios- BCG 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

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His / Her presentation style

Prashant
Shivika Singh

- Feedback of Faculty & Students

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1. Seminar Presentation-40 Marks
2. Report Preparation-40 Marks
3. Viva-20 Marks

Prashant

Sumit Singh

SUBJECT-4

BP FDK 104

HANDCRAFTED SKILLS

Marks 100

Objectives :

- The subject aims at exposing the students to various crafts and textiles of country/world.
- To inculcate in them the capacity to appreciate craftsmanship
- The students shall be able to appreciate the techniques colors, motifs, layouts and shall also be able to relate them with religious/ceremonial/ social and economic importance of traditional craft.
- Positioning of craft in the present scenario

Contents :

During the course of study the students will study the following:

1. Rug Making
 - a. Plain
 - b. Inlay Technique
2. Tatting
3. Carpet Making
 - a. Hand Knotted
 - b. Machine Made
4. Weaving – Non Conventional methods of Weaving.
5. Hook Weaving
6. Embroideries –
 - a. Introduction to Basic Emb. Stitches.
 - b. Practical Inputs of Sindhi, Zardosi, Jalli Work,
7. Printing – Hand Block Printing, Screen Printing.

Prashant
Shivita Singh

REFERENCE BOOKS ;

- Indian embroidery- Chattopadhyay Kamaladevi
- Traditional embroideries of India- Naik, Shailaya.D
- Indian embroideries: Irwin John
- Traditional textiles of India- by Rustam J. Mehta
- Zardozi- Gupta, C. Smita, Glittering Gold embroidery

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His / Her presentation style

- Feedback of Faculty & Students

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1. Seminar Presentation-40 Marks
2. Report Preparation-40 Marks
3. Viva-20 Marks

RaShya
Smita Singh

SUBJECT-5

BP NIIFT 105

INTELLECTUAL PROPERTY RIGHTS

Marks-100

- Focus of this paper would be on the following areas:
- Philosophical Aspects of Intellectual Property Laws
- Basic Principles of Patent Law
- Patent Application procedure
- Drafting of Patent Specification
- Understanding Copyright Law
- Basic Principles of Trade Mark
- Basic Principles of Design Rights-
- International Background of Intellectual Property -
- Ownership and Enforcement of Intellectual Property Rights

- Unit 1. Patents-Objectives, Rights, Assignments, Defenses in case of Infringement
- Unit 2. Copyright-Objectives, Rights, Transfer of Copyright, work of employment Infringement, Defences for infringement
- Unit 3. Trademarks-Objectives, Rights, Protection of goodwill, Infringement, Passing off, Defenses.
- Unit 4. Designs-Objectives, Rights, Assignments, Infringements, Defenses of Design Infringement
- Unit 5. Enforcement of Intellectual Property Rights - Civil Remedies, Criminal Remedies, Border Security Measures.
- Unit 6. Practical Aspects of Licensing -Benefits, Determinative factors, important clauses, licensing clauses.

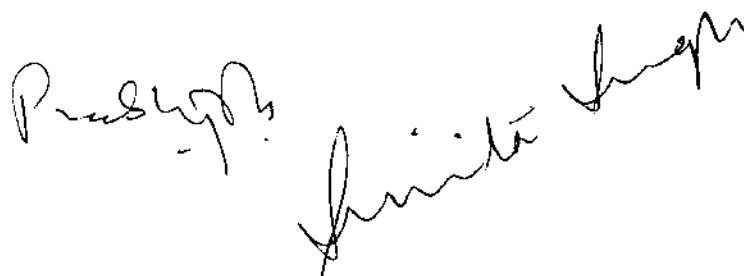
The student will be evaluated on the basis of:

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2. Report Preparation-40 Marks
3. Viva-20 Marks



SUBJECT-6

BP NIFT 106

PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

Marks 100

The objective of this course is to develop good communication skills within the personality of students.

Unit 1.

Personality Development

1. Importance of personality development in tourism industry.
2. Handling Inferiority & superiority complex, doubt, fear and depressions. /Positive
3. And Negative thinking, self – confidence.
4. Self Presentation to prospective clients / colleagues / seniors/ Grooming /
5. Uniform regulations & Accessories.
6. Techniques to persuade influence and convince others.
7. Interview Techniques- Handling an interview (Appearing for an interview/Taking
8. an interview)
9. Body language in different situations

Unit 2

Communication Skills-

1. **Essentials of Grammar-** Parts of Speech, Punctuation, Vocabulary Building, Phonetics
2. **Office Management-**
 - Types of Correspondence, Receipt and Dispatch of Mail
 - Filing Systems, Classification of Mail
 - Role & Function of Correspondence
3. **Letter & Resume Writing:**
 - Types of Letters-Formal / Informal, Importance and Function
 - Drafting the Applications
4. **Presentation Skills:**
 - Importance of Presentation Skills,
 - Guidelines to make Presentation Interesting,
 - Body Language
 - Forms of Layout
5. **Interview Preparation:**
 - Types of Interview, Preparing for the Interviews, Attending the Interview
 - Postures & Gestures
6. **Group Discussion & Presentation:**
 - Definition, Process, Guidelines,

***The students will be evaluated based upon an external examination conducted by PTU norms.**

Rashmi
Director

SUBJECT-7

BP NIIFT 107

ENTREPRENEURSHIP DEVELOPMENT PROGRAM

Marks 100

Objectives: The main aim of the subject is on developing entrepreneurship skills in participants by preparing them for the competencies required.

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

Unit 1

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

Unit 2

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 3

Role of Support Institutions and Management of Small Business: Director of Industries, DIC, SIDO, SIDBI, SIDC, SISI, NSIC, NISBUED, SFC, Marketing Management, Production Management, Finance Management, Human Resource Management, Export Marketing.

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.

Rashmi
Shivika Singh

8. B. Theduri: Entrepreneurship Development – An Analytical Study, Akansha

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- Feedback of Faculty & Students

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1. Seminar Presentation-40 Marks
2. Report Preparation-40 Marks
3. Viva-20 Marks

Prashant

Shruti Singh

SUBJECT-8

BP NIIFT 108

ENVIRONMENTAL SCIENCE

Marks 100

Unit 1: The Multidisciplinary nature of environmental studies: Definition, scope and importance, Need for public awareness.

Unit 2: Natural Resources:

Renewable and non-renewable resources:

Natural resources and associated problems.

a) Forest resources: Use and over-exploitation, deforestation, case studies.

Timber extraction, mining, dams and their effects on forests and tribal People.

b) Water resources: Use and over-Utilization of surface and ground water, Floods, drought, conflicts and water, dams-benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources: World food problems, changes caused by agriculture and Overgrazing, effects of modern agriculture, fertilizer-pesticide problems, Water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Unit 3: Ecosystems

*Rashmi
Sharma Singh*

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem :-

a. Forest ecosystem. Grassland ecosystem. Desert ecosystem. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 4: Biodiversity and its conservation

- Introduction – Definition: genetic, species and ecosystem diversity.
- Biogeographically classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife
- Conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ conservation of biodiversity.

Unit 5: Environmental Pollution:

- Definition, Causes, effects and control measures of :-
- Air pollution
- Water pollution
- Soil pollution
- Marine pollution
- Noise pollution
- Thermal pollution
- Nuclear hazards

Unit 6: Social Issues and the Environment: From Unsustainable to Sustainable development

- Urban problems related to energy ,Water conservation, rain water harvesting, watershed management

Prabhat
Shivani Singh

- Resettlement and rehabilitation of people; its problems and concerns. Case Studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

Unit 7: Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV / AIDS
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.

Unit 8: Field work

- Visit to a local area to document environmental and river forest grassland hill Mountain.
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

***The students will be evaluated based upon an external examination conducted by PTU norms.**

Prashant
Shivita Singh

SUBJECT-9

BP NIIFT 109

RESEARCH PROJECT

Marks 100

- Each Candidate will be expected to undertake a research project/study for a period of 6 weeks during the semester, in the topic as decided by the student in consultation with a faculty guide/mentor. The student will choose an area of study and will be allocated a mentor from NIIFT, depending upon the topic chosen. The students will be required to carry a detailed study and prepare a report on research findings at the end of the programme which will be evaluated in different phases by the mentor, internal and external jury
- The marks allocation shall be

Mentor – 40 Marks

Internal Jury – 80 Marks

External Jury – 80 Marks

Prashant

Shivita Singh