

B.Sc FASHION TECHNOLOGY (VI SEMESTER)

BFT-302: Fashion Merchandising

THEORY:

- Overview of the garment industry-design, production and marketing
- Introduction to fashion merchandising- the activities involved
- Role of merchandiser, qualities of a merchandiser
- Responsibility of the fashion merchandiser
- Visual merchandising and its advantages for the buyer and seller today.
- Fashion calendar
- The planning cycle
- Merchandise planner.
- Trend prediction- fashion forecasting, trend/ colour forecasting
- Sales forecasting
- Product selection and mix
- Distribution mix
- Distribution channels, from producer to ultimate consumer
- Fashion supply chains- store retailing, non store retailing
- Buying calendar
- Buying strategy
- Role and responsibility of the retail fashion buyer
- Customer identification- customer profiling, and role of buyer
- Supplier- retailer relationship
- Sourcing & global sourcing
- Range planning and range building.

BFT-312: Designing and costume appreciation

PRACTICAL:

- Theme selection and research work
- Designing a range of garment based on the theme
- Range planning and range building.
- Creating different boards according to the theme
- Showcase the line of collection throw fashion show
- Portfolio presentation

BFT-304: International Marketing

THEORY:

- Framework of international marketing
- Factors influencing international marketing
- Motivation to export
- Scope of international marketing
- Difference between domestic and international market
- Steps needed to process an export order
- Export formalities
- Important documents needed
- Export management risk
- Trade barriers

Channels of distribution- export distribution channel, criteria for selection of channel.

- Export houses and trading houses- star trading houses, super star trading houses
- Eligibility criteria, policies, and categories
- Export oriented unit and export processing zones (EOU, EPZ)
- Different forms of Business organizations
- Business trade organizations
- Documents needed to open a company
- Functioning of an export house- executing an export order- what should an export order contain (-port of loading, port of discharge -Shipping- shipping order.)
- Labeling-Different care labels, labeling, packaging, packing, marking of export consignments
- Costing and pricing.

BFT-306: PRODUCT PROMOTION & DEVELOPMENT

THEORY:

- Advertising
- Visual merchandising
- Sales promotion techniques: Using ecommerce
- Exhibitions & sales, fashion shows (concept and presentation skills, publicity Campaigns.)
- Retailing- department stores, apparel specialty stores, discount retailing, franchise retailing, malls, direct selling, internet selling, catalogue selling, etc.

BFT-316: PRODUCT PROMOTION & DEVELOPMENT

PRACTICAL:

- Sales promotion techniques: Using ecommerce
- Exhibitions & sales, fashion shows (concept and presentation skills, publicity Campaigns.)
- Visual Merchandising: Window display
- Project based upon PPD
- Designing of envelope, brochure, posters, wrapping paper etc

BFT-318: Survey & Project

PRACTICAL:

- Students work on a Project Studying the Traditional aspects, culture, people, monuments, handicrafts etc of an Indian state and form a Report of their findings in the form of a thesis
- Garments are designed using the inspirational objects as the theme of the garment.
- These garments are illustrated and filed along the report
- The student selects one of the garments, makes its working details, specification sheet, layout, and pattern and constructs that garment to be showcased along with the final thesis.
- The report/ thesis should consist of:

Objective of the report

Acknowledgements

Introduction of the report

Detailed description of the traditional aspects

Illustrations of the garments designed

Specification sheet of the final garment

Sketch/ Picture of the final garment

Summary of the report

Bibliography

BFT-310: Entrepreneurship

PRACTICAL:

- Introduction to Entrepreneurship
- Study of various essential aspects of Entrepreneurship
- Identification and development of essential entrepreneurial skills.
- Entrepreneurship Development.
- 1 month entrepreneurship in the Garment Industry
- Working on Designing and Finally Forming a survey report on the industry, its type, its working, its departments and personnel, jobs undertaken, references, Observations, Precautions, etc.
- The report should have a detailed information about the industry the student joined for entrepreneurship- the type of industry(public sector/ private/ partnership), the names of directors, the departments of the industry, its personnel, their working , the jobs undertaken at the industry,

the products being manufactured, the marketing of the products, the raw material being used, the clients, etc.

- The report should also include the work done by the student during his/ her training, specifying what all new was learned during this period.
- The report should be accompanied by the training certificate from the industry.
- It should be signed by the student.