

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus for M.Sc. Fashion Management Programme
(Effective from Admission Session 2018-2019)

Curriculum Structure

1st Year

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER I							
Theory							
1	MFM101	Basics of Fashion	2	1		30	3
2	MFM102	Process of Garment Manufacturing	2	1		30	3
3	MFM103	Fashion Marketing & Merchandising - I	2	1		30	3
Practical							
1	MFM191	Fashion Design process			4	40	5
2	MFM192	Computer Application - I			4	40	5
3	MFM193	Fashion Styling & Photography			2	40	5
Total Credits							24
SEMESTER II							
Theory							
1	MFM201	Finance & Economics	2	1		30	3
2	MFM202	Logistics & Resource Management	2	1		30	3
3	MFM203	Fashion Marketing & Merchandising - II	2	1		30	3
3	MFM204	Fashion Communication	2	2		40	4
Practical							
1	MFM 291	Lifestyle Journalism			4	40	5
2	MFM 292	Computer Application - II			4	40	6
Total Credits							24

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2ND YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
SEMESTER III							
Theory							
1	MFM301	E-Commerce	2	1		30	3
2	MFM302	Consumer Behaviour	2	1		30	3
3	MFM303	Research Methodology (Pre Phd)	2	2		40	4
3	MFM304	Fundamentals of Entrepreneurship	2	2		40	4
Practical							
1	MFM391	Communication Skills, Grooming & Etiquettes			3	30	3
2	MFM392	Visual Merchandising & Window Display			4	40	4
Sessional							
1	MFM381	Sustainable & Ethical Studies -III (Sustainable Materials, Production & Processes)	2	1			3
Total Credits							24
SEMESTER IV							
Sessional							
1	MFM481	Professional Industry Internship (12 Weeks)			10	100	10
2	MFM482	Sustainable & Ethical Studies IV - Case Study/Dissertation (3,000 words)	2	2		40	4
3	MFM483	Fashion Event Management			4	40	4
4	MFM484	Masters Project			6	60	6
Total Credits							24

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MF101

Full Marks: 100

Basics of Fashion (Theory)

Objectives

- To make the students aware of the fashion world. The students from non-fashion background too will get a complete idea about the vastness of this industry.

Units	Course Content
1	<ul style="list-style-type: none"> • Introduction to Fashion Knowhow, How does the fashion industry works, Fashion Terminologies, Role of Fashion Designer, Fashion Leaders, Fashion Cycle, design Detail • Basics of Garment Design, Design Details , Idea on Mood Board & Story Board, Basic Prototype (toile, muslin), Presentation and Pricing, Basics of Fashion Showing • New Fashion and its Adaptation, Fashion for all, ready to wear fashion, mass marketing of fashion. • Introduction to Clothing, Purpose of clothing, Clothing Values, Clothing Culture, Clothing according to climatic conditions • Modern Clothing-Youth style and fashion, Ancient to modern clothing, Clothing categories • Selection of clothes:-Clothes according to age, Types of clothes according to human figure, Different materials for different clothes. • Planning for clothing needs, Wardrobe Planning, Social and Psychological Aspects of Fashion

References

Books

1. Fashion from Concept to Consumer. Gini Stephens Frings
2. Introduction to Fashion Design. Patrick John Ireland
3. Encyclopedia of Fashion Details. Patrick John Ireland
4. A History of Fashion. Kenneth, Black and Garland.
5. Fashion in the Western World. Doreen Yarwood, Trafalger Square.

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Full Marks: 100

MF102

Process of Garment Manufacturing (Theory)

Objectives

To enable the students to:

- To make the students aware of the different processes involved in garment manufacturing. As a part of the fashion world, they should have clear idea about all the steps and the relative importance of the steps towards contributing the ultimate product.

Units	Course Content
1	<ul style="list-style-type: none">• Raw material – Different types of fiber & Yarn, Woven & knitted Fabric, fabric quality, Suitability for different category of garments, Dyeing, Printing & Finishing of fabrics• The process flow in garment industry – Both in Designer house & in Export house, Both for High Fashion & Ready to Wear garments• Making Patterns, Use of patterns, Marker planning, Laying & cutting of fabrics• Stitching, assembling parts, different types of seams & finishing of garments• Trims - different types and their uses• Quality features of garments and how to maintain its quality

References

Books

1. From Fibre to Fabric. B. T. Corbman. Mc. Graw Hill
2. Pattern Making for Pattern Design. Armstrong and Joseph.H. Harper & Row Publications.
3. Sewing for the Apparel Industry. Claire Shaeffer. Prentice Hall.
4. Readers Digest – Guide to Sewing and Knitting.
5. Quality control in Apparel Manufacturing. Dr. Bharadwaj

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MFM103

Full Marks: 100

Fashion marketing & Merchandising – I (Theory)

<p>Objectives To enable the students to:</p> <ul style="list-style-type: none"> • To make the students aware of the fashion business and its importance 	
Units	Course Content
1	<ul style="list-style-type: none"> • Retailing-Retail Strategies, Store based retailers, Retail organization Multiple unit stores, Types of ownership, Non store retailing • Role of a fashion buyer, Fabric sourcing, Garment sourcing, Local sourcing, National sourcing & International sourcing. Range Planning • Marketing- Functions of marketing, Marketing calendar, Marketing Mix- Product, Price, Promotion & transportation, Strategy planning • Consumer Behavior, Costumer Profile Defining the consumer by: Sex, Age, Size, Season, Economic Status, Location and others, • Market research- Methods & data analysis • Visual Merchandising-Store planning, Seasonal visual merchandising, Windows, Interior and exterior visual merchandising, Departments • Introduction to merchandising-definition and objectives of merchandising, role of a merchandiser, requirements of a merchandiser, responsibilities of a merchandiser
<p>References</p> <p>Books</p> <ol style="list-style-type: none"> 1. The Fashion Business: Theory, Practice Image- Nicole White ,Jan Griffiths 2. Fashion Buying-Helen Goworek, Blackwell Science 3. Retail Buying-Jay Diamond, Gerald Pintel, Prentice Hall 4. Fashion Marketing. Micheal Easey 5. Management Gurus and Management Fashions. Brad Jackson. 	

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MFM191

Full Marks: 100

Fashion Design Process (Practical)

Objectives

To enable the students:

- To make the students familiarize with the design elements and principles and its application in fashion designing. They should be able to develop a successful collection / line of garments following an organized methodology.

Units	Course Content
1	<ul style="list-style-type: none"> • Types of Design- structural and decorative. • Design elements-form, shape, space, point, line, colour and texture • Principles of design-balance-formal, informal and radial, proportion, emphasis, rhythm and harmony. • Colour theory- Colour wheel- primary, secondary and tertiary. Colour Dimensions-Hue, Value and Chroma, Tint, tone, shade, Application of colour in clothing. Seasonal colours. • Design Concept – Process of design making, Inspiration, mood board, design development, range, • Assignment - Design file
References	
<p>Books</p> <ol style="list-style-type: none"> 1. Fashion Design (Process Innovation &Practice). Kathryn Mckelvey & Janine Munslow 2. Elements of Design and Apparel Design. Sumanth. G. New Age International Pvt Ltd. 3. The Fashion Design Manual. Pamela Stecker 4. Color Harmony. Bride M. Whelan 	

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MFM192

Full Marks: 100

Computer Application – I (Practical) SESSIONAL

Objectives	
<ul style="list-style-type: none"> To make the students familiar to computer and use of different software's in fashion & garment industry 	
Units	Course Content
1	<p>Introduction to computer Peripherals, Operating systems, Internet & its scope, Connecting to internet, Opening an Email account, sending & receiving Emails, Browsing the WWW, Scanning a document, scanning a picture</p> <ul style="list-style-type: none"> Windows Office 2000 <ul style="list-style-type: none"> Microsoft Word- Familiarizing with Microsoft word-Typing , editing & designing the document, developing report & research work Microsoft Excel - Introduction to ms excel: formula, formatting worksheet, preparing cost sheet Microsoft PowerPoint-Working in Microsoft PowerPoint - animation in PowerPoint, slide transition in PowerPoint & presentation. CorelDraw: Getting started with Corel Draw, How to illustrate the inside features of garments , How to produce technical drawing of a garment highlighting details, How to make Specification sheets (Nodes, Paths, tools for precision, colours, fills, Working with texts, working with layers, symbols, clip arts, bitmaps) <p>Assignment:</p> <ol style="list-style-type: none"> Students are required to write an article in MS-Word on any well known fashion designer to be published in a fashion magazine. It should include his/her personal details, photo, major achievements, contribution to the fashion world, glimpses of his/her work. The article should be properly formatted, placement of the pictures in alignment with the text matter with a suitable caption, name of the author etc Students are to prepare a Power point presentation on the same topic using the available information. The presentation should use the support of clip arts, drawing objects, external image files, texts with 3D effects, patterns, gradients, backgrounds and templates. The ideas and communication should be easily conceivable by the audience.

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BFD193

Full Marks: 100

Fashion Styling & Photography (Practical) SESSIONAL

Objectives

At the end of this module the student should be able to:

- To provide students with professional skills in the field of fashion photography and styling
The students should be able to direct a team of people in front of and behind the camera in order to create an image that a client would buy.

Units	Course Content
1	<ul style="list-style-type: none"> • Photography Fundamentals • Studio Lighting & Effects • Post Editing • Understanding the human body • Make ups & its importance • Fashion show Photography • Catalog & Editorial Photography • Portfolio Development • Lifestyle factor of client, personal style, • Wardrobe planning, dressing for events • Make up & Hair style • Dress and accessories heritage <p>Fashion Campaign</p>

References

Books

1. *'Horst: Photographer of Style', by Anna Wintour and Susanna Brown*
2. *'Styling the Stars: Treasures from the Twentieth Century Fox Archive', by Angela Cartwright and Tom McLaren*
3. *'Marisa Berenson: A Life in Pictures', Marisa Berenson & Hamish Bowles*
4. *'Another Fashion Book', by Jefferson Hack*
5. *'It's Modern: The Eye and Visual Influence of Alexander Liberman', by Charles Churchward & Rosamund Bernier*
6. *'Louis Vuitton Fashion Photography', by Charlotte Cotton and Martin Harrison*

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SEMESTER II

MFM201

Full Marks: 100

Finance & Economics (Theory)

Objectives

- To make the students aware of the economic aspect fashion world. The students should be able to understand the financial strength & weakness of an industry.

Units	Course Content
1	<p>Finance</p> <ul style="list-style-type: none"> • Financial management, Financial accounting, financial statements and analysis • Conceptual framework of cost accounting • Cost-volume profit relationship, budgeting, variable and absorption costing system • Financial Management-Finance functions in Business. Relation of finance with other functions. • Source of finance long term and short term. Financial institution – IDBI, ICICI, IFCI and Commercial Banks. • Conceptual framework of Cost-Accounting- Basic cost concept. Cost determination process, costing for materials, labour and overheads. • Profitability Analysis – budgeting • Managerial Accounting • Legal Formalities and Documentation, <p>Economics</p> <ul style="list-style-type: none"> • Introduction : Concepts, Economics of demand and supply, elasticity of demand, working of market mechanism, Theory of Production in short run & long run, Concepts of different types of costs and Cost Functions, determination of price and output in perfect and imperfect market conditions, price discrimination. Demand forecasting • Environment of business: Introduction to concept of Business environment, components of environment: economic, political, legal, social, technological & international • Industrial policy, industrial licensing, Industrial Sickness, Privatization. • Macroeconomic concepts for managers: Theory of business cycles: Concept causes and Measures to control business cycles. Theories of inflation: causes and control of inflation, monetary and fiscal policy. Balance of Payments: concept, causes of disequilibrium and remedial methods
References	

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Books

1. An Introduction to Positive Economics. ELBS. Oxford
2. The International Business Environment. Prentice Hall
3. Business Environment. P. Chidambaram
4. Cost Accounting- An introduction. Nigam & Jain
5. Management Accounting, Pande, VIKAS
6. Accounting and Financial Management for MCA & MBA students, SCITECH
7. Management Accounting, A.P.Rao. EPH.
8. Cost & Management Accounting ,Inamdar. EPH.

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Full Marks: 100

MF202

Logistics & Resource Management (Theory)

Objectives

To enable the students to:

- To make the students knowledgeable about the possibilities of efficient optimization and management of operation in Logistics & Resource Management and also the ability to apply them in the enterprise reality.

Units	Course Content
1	<ul style="list-style-type: none"> • Introduction to Operations Research • The Logistics of Business – The Logistical Value Proposition – The Work of Logistics – Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization, • Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation • International Logistics and Supply Chain Management: Meaning and objectives, importance in global economy, Characteristics of global supply chains,; Global Supply Chain Integration – Supply Chain Security – International Sourcing – Role of Government in controlling international trade and its impact on Logistics and Supply Chain. • Purchase policy- Rate and Running Contract – Subcontracting- Systems Contract – Stockless purchase –Buying seasonal items – Forward Buying – Hedging – Purchasing Activities – Indent Status – A to Z of Purchase Order –Transportation – Incoming Inspection – Bill settlement –Documentation. • Meaning of Right Price – Price Analysis – Determination of Right Price – Influencing Factors on Pricing – Classification of Pricing – Price Forecasting - Right Place – Purchase Budgets – Budgetary control – Need Identification Problems – Definition of lead time Elements- Cost Reduction and Lead time. • Role of Material Management – Classes of Material – Materials and Profitability – Profit Center Concept – Material Objective –Centralized Purchasing/Decentralizing – Delegation of Powers – Definition of Material Planning –Bill of Material – Material Requirement Planning – Importance of Material Research- Definition – Advantages of Materials Information System . 1017

References

Books

1. Logistics: Principles and Practice. Van Goor & Hessel Visser
2. Intergral Logistics Management: Planning and control of Comprehensive Supply Chains.
3. Gopalakrishnan, P. and Sunderashan, M : Handbook of Materials Management, Prentice Hall of India.
4. R. Mishra: Materials Management,Excel Books
5. Nair: Purchase and Materials Management,Vikas
6. Dutta, A.K.: Integrated Materials Management, Prentice Hall of India
7. Bhattacharya, S.C.: Modern Concepts on Materials Management
8. Dobler, D.W. & Others: Purchasing and Materials Management, McGraw Hill.

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MFM203

Full Marks: 100

Fashion marketing & Merchandising – II (Theory)

<p>Objectives To enable the students to:</p> <ul style="list-style-type: none"> • To make the students aware of the fashion business and its importance 	
Units	Course Content
1	<ul style="list-style-type: none"> • Organizational structure & functions of various departments of a manufacturer Export house • Buying house-store owned buying house & independent buying house. • Forecasting and significance in product planning, sampling, specification sheet, order sheet, line development, lead time , line presentation, minimum length and width • Costing - techniques of costing-forward costing &backward costing, cost control, cost sheet. • Export, trade procedures & documentation. Mode of shipments, Transport documents, Mode of payment- letter of credit & Bill of exchange, • Product and price: product planning and development, product life cycle concept; packaging- role and function, brand name and trade mark, after sales service, importance of price in marketing mix, factors affecting price, discount and rebates • Distribution channels and physical distribution: concept, role, types, physical distribution of goods, transportation, warehousing, inventory control, order processing • Promotion : methods, optimum promotion mix, advertising and communication mix, advertising process-an overview, advertising media-different types, merits and limitations, impact of advertising- measuring advertising effectiveness, sales promotion- types and various schemes, personal selling- classification of successful sales person, functions of sales man.
<p>References</p>	
<p>Books</p> <ol style="list-style-type: none"> 1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education 2. Arun Kumar: Marketing Management, Vikas 3. Saxena, Rajan : Marketing Management, Tata McGraw Hill 4. Gandhi, J.C. : Marketing, Tata McGraw Hill 5. Tapan Panda: Marketing Management, Excel Books 6. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian. 7. B. Ghosh : Fundamentals of Marketing Management, Books & Allied 8. Fashion Merchandising amd Marketing, Marian H Jernigan. Easterling and Cynthia R 9. Marketing Today's Fashion. Carol Mueller, Similey, Elenor Lewitt. 	

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MFM292

Full Marks: 100

Computer Application - II (Practical)

Objectives

To enable the students:

- To make the students familiarize with the design elements and principles and its application in fashion designing. They should be able to develop a successful collection / line of garments following an organized methodology.

Units	Course Content
1	<ul style="list-style-type: none">• Adobe Photoshop: Getting started with Adobe Photoshop, working with adobe Photoshop to create Mood & Trend Presentation Boards, Creating textile patterns with Photoshop, Creating invitation card, visiting cards and greeting cards. (Selection, layering and masking, painting, editing, filing, distortion, rotation, scaling, copying, repetition, colour changes and image adjustment techniques.)• Adobe Illustrator: Getting started with Adobe Illustrator, Drawing fashion illustration s on computers, drawing flat sketches, detailing of face, eyes, lips, hairs etc with Illustrator (Draw object, select and manipulate drawn object with different options, painting, reshaping, graph tool, perspective grid)• Assignment 1• Assignment 2

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MFM291

Full Marks: 100

Lifestyle Journalism (Practical)

Objectives

- To make the students familiar to computer and use of different software's in fashion & garment industry

Units

Course Content

1

- Purpose of fashion journalism.
- History of fashion writing and its evolution.
- Exploring various ways different media and retail outlets cover fashion.
- Key elements of good writing.
- Interviewing, photography & styling
- Visual language cues and terminology associated with fashion writing
- How to adapt fashion-related subjects to print, Web, radio and TV outlets.

- Assignment 1
- Assignment 2
- Assignment 3

References

1. Fashion Journalism by Julie Bradford
2. Fashion Writing and Criticism: History, Theory, Practice. Peter McNeil and Sanda Miller

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MFM204

Full Marks: 100

Fashion Communication (Theory)

Objectives

At the end of this module the student should be able to:

- To make the students aware of the different levels of fashion communications, and how it helps in the overall growth of the fashion industry

Units	Course Content
1	<ul style="list-style-type: none">• Design Processes and Thinking• Communication Concepts & Processes• Introduction to Advertising• Graphic Design for Fashion• Creative Advertising & Media Planning• Professional Ethics & Responsibilities• Fashion Promotion• Fashion Appreciation• Exhibition & Display Design• Recent Developments in Fashion Communication

References

Books

1. Fashion brands: Branding Style From Armani to Zara, Mark Tungate
2. Basics Fashion Management: PR and Marketing: Communicating in the digital age, Gwentyth Moore
3. Writing for the Fashion Business by Kristen K Swanson
4. The Handbook of International Marketing Communications by Monye
5. Sustainable fashion: Why now? By Janet Hethorn
6. The Visible Self: Global perspectives on Dress Culture and Society by Joanna B Eicher
7. The Luxury strategy: Break the Rules of Marketing to Build Luxury Brands by Joel Noel Kepferer.

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SEMESTER III

MF301

Full Marks: 100

E-commerce (Theory)

Objectives

To make the students of the aware of the scope of future prospect in electronic media related to fashion product

Units	Course Content
1	<ul style="list-style-type: none">• Multimedia system design and development, Web site design strategies• Computer Systems in Electronic Business• Business Process Re-Engineering• E- commerce Policy and Theory• International trading network & communication protocols• Electronic payment standards & Legal considerations• E-Commerce strategy, Marketing and Business Processes• E-commerce Security Requirements & quality assurance• E-supply chains, E-procurements• E-commerce Implementation Costs• Business Development and Digital Strategy• E-commerce Experience & Customer Service Expectations

References

Books

1. E-Commerce, P.T. Joseph, PHI
2. Multimedia Systems Design, Andleigh, PHI
3. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
4. Multimedia & Web Create, Coorough, VIKAS
5. Streaming Multimedia Bible with CD, Steve, Wiley Dreamtech
6. E-Commerce, Oka, EPH.
7. Beginning E-Commerce, Reynolds, SPD/WROX

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Full Marks: 100

MF302

Consumer Behaviour (Theory)

Objectives

To enable the students to:

- To make the students aware of the of different dimensions of the consumer-psyche in respect to buying behavior with a view to understand & identify the relevant market more efficiently

Units	Course Content
1	<ul style="list-style-type: none"> • Impact of Behavioral Science: needs, wants etc. , analyzing internal & external factors. • Perception: sensory systems, exposure, attention, interpretation. • Learning & Memory : process, theories (behavioral, cognitive learning) • Motivation & Values: process, involvement of consumers, different theories of motivation from marketing point of view. • Self: perspective of self, consumption and self-concept, gender roles etc. • Personality & Lifestyle: psychographics, trends. • Attitudes: power of attitude, forming attitude, different models, attitudes to product behavior. • Individual Decision Making: problem, recognition, information search, evaluation of alternatives. • Purchasing Situation / environment: post purchase evaluation / satisfaction, product disposal. • Group Influence & Opinion Leadership: reference group, word of mouth, opinion leadership. • Family Decision Making: women & children as decision makers. • Income & Social Class: ethnic & regional sub – culture etc. understanding culture & cultural influence. • Models of Consumer Behavior: conflict Model, Nicosia Model, machine Model, Haward - Sheth Open System, EKB Model. • Behavioral Aspects of Organization.

References

Books

1. Kazmi & Batra : Consumer Behaviour, Excel Books.
2. Loudon & Della Bitta : Consumer Behaviour , TMH
3. Blackwell, Consumer Behaviour, Vikas
4. Shiffman & Kanuk : Consumer Behaviour, Pearson Education
5. Kumar, Conceptual issues in Consumer Behaviour, Pearson Education
6. ASSAEL : Consumer Behaviour & Marketing Action, Thomson Learning.
7. M.S Raju, Xardel, Consumer Behaviour, Concepts, applications & Cases, Vikas

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MFM381

Full Marks: 100

Sustainable & Ethical Studies – III Sustainable Materials, Production & Processes

(Theory) SESSIONAL

Objectives

To develop students awareness, understanding and knowledge in:

- This module enables students to explore and investigate the possibilities in sustainable and ethical fashion.
- The research process is informed by collating and sourcing through vintage and recycled outlets including discarded materials, whilst documenting and editing visual information from discarded journals and other sources. Students utilize research to inform a design process of ideas and development through sketchbooks in order to explore creativity and design in drawing and illustration. From the 2D process designs are translated and presented as final outcomes visually in 3D within a location to raise awareness and cause for debate.
- Develop research and analytical skills with reference to sustainable designers and their work.

Units	Course Content
1	<ul style="list-style-type: none"> • Sustainable design concepts • The changing role of the designer • Sustainable materials • The fashion supply chain • Lifecycle of a fashion product • Case studies of inspiring and successful sustainable fashion initiatives • Future trends within sustainable fashion • An overview of sustainability and an understanding of the impacts of our materials choices • An overview of the key issues the fashion and textiles industry faces • Discussion on the impact of new emerging technologies • A materials comparison exercise - Opportunities to discover alternatives to encourage diversity of fibre choices

Reference:

1. Centre for Sustainable Fashion- www.sustainable-fashion.com
2. MISTRA Future Fashion- www.mistrafuturefashion.com
3. Sustainable Clothing Action Plan: Clothing Knowledge Hub- www.wrap.org.uk/node/19930
4. Textiles Environment Design- www.tedresearch.net
5. Textile Futures Research Centre -www.tfrc.org.uk
6. Sandy Black | *The Sustainable Fashion Handbook* 2012
Tamsin Blanchard | *Green is the New Black: How to Change The World with Style* 2008
7. Michael Braungart and William McDonough | *Cradle to Cradle: Remaking the Way We Make Things* 2009
8. Sass Brown | *ReFashioned: Cutting Edge clothing from Recycled Materials* 2013
9. Elisabeth Cline | *Overdressed: The Shockingly High Cost of Cheap Fashion* 2012
10. Kate Fletcher and Lynda Grose | *Fashion and Sustainability: Design for Change* 2012

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MFM303

Full Marks: 100

Research Methodology (pre Phd) (Theory)

<p>Objectives To enable the students to:</p> <ul style="list-style-type: none"> • To make the students know how research is being done, and to put that knowledge into practice 	
Units	Course Content
1	<ul style="list-style-type: none"> • Introduction to research; Definitions and characteristics of research; Types of research; Main components of any research work. • Topic Selection: Learning Objectives; Problem identification; Criteria for prioritizing problems for research. • Analysis and Statement of the problem: Learning Objectives; Analyzing the problem; Formulating the problem statement. • Literature review: Uses of literature review; Source of information; Organization of information on index cards. • Objectives: Learning Objectives; Definitions; Formulation of the research objectives. • Research methodologies: Study population; Variables; Sampling; Sample size determination; Plan for data collection; Methods of data collection; Plan for data processing and analysis; Ethical considerations. • Work Plan; Major components and outline of the different phases in a research process; Summary of the major components of a research proposal; Fieldwork; Writing a research report. • Quantitative Methods: Statistics: Probability & Sampling distribution; Estimation, Hypothesis testing & application; Correlation & regression analysis.
<p>References</p>	
<p>Books</p> <ol style="list-style-type: none"> 1. Montgomery, Douglas C. (2007) 5/e, Design and Analysis of Experiments (Wiley India) 2. Montgomery, Douglas C. & Runger, George C. (2007) 3/e, Applied Statistics & probability for Engineers (Wiley India) 	

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MFM392

Full Marks: 100

Visual Merchandising & Window Display (Practical)

Objectives

To enable the students:

- To make the students Understand the technical art and science of visual merchandising and window display. The learner will understand the sales potential in terms of the right display on shop windows, signboards, interiors and other promotional drives.

Units	Course Content
1	<ul style="list-style-type: none"> • Role & importance of Visual Merchandising • Outlining & planning a display strategy • Analysis of target audience. Segmentation of market, Analysis of buying motives & brand preferences. • Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, • Selection of music. Advantages & disadvantages of using music, understanding lighting patterns. Role of lighting in visual merchandising, Colours and types of lightings • Latest equipments & systems. Use & Selection of various mediums. Audio visual presentation. Usage of scientific technology in Visual Display • Assignment 1 • Assignment 2

References

Books:

1. Visual Merchandising for Fashion
2. Visual Merchandising and Display: Martin M. Pegler: Fairchild Books
3. Visual Merchandising 2nd Edition by Tony Morgan

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MFM391

Full Marks: 100

Communication Skills, Grooming & Etiquettes (Practical)

Objectives	
<ul style="list-style-type: none"> • To make the students Understand the importance of professional behavior at the work place, follow and implement corporate etiquette in workplace. 	
Units	Course Content
1	<ul style="list-style-type: none"> • Importance of structure in business writing • Write powerful and effective business correspondence • Use of effective language with correct punctuation and grammar • Global business English communication • Importance of appropriate phrase and tone in business correspondence • Meeting people in business environments • Handshakes • Introductions • Personal hygiene and grooming • Critical first impressions • Business attire • Workplace etiquette • Etiquette with colleagues, guests and visitor • Etiquette at business meetings • Meeting the expectations of senior management • Business communication etiquette • Telephone etiquette, answering machine, voice mail etc. • E-mail etiquette • Dining etiquette • Mock test 1 • Mock test 2
References	
<ol style="list-style-type: none"> 1. Every Day Charisma. Patrick King 2. Blink: The Power of Thinking Without Thinking Malcolm Gladwill 	

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MFM304

Full Marks: 100

Fundamentals of Entrepreneurship (Theory)

Objectives

At the end of this module the student should be able to:

- To make the students Understand the technical & managerial aspects of setting up & successfully running a fashion related business

Units	Course Content
1	<ul style="list-style-type: none"> • Entrepreneurship: Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth. • Entrepreneurial Behaviours : Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behaviour, Innovation and Entrepreneur. • Entrepreneurial Traits : Definitions, Characteristics of Entrepreneurial Types, Functions of Entrepreneur. • Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's. • Project Feasibility Analysis: Business Ideas – Sources, processing; Input requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation. • Intellectual Property Rights

References

Books

1. Lall & Sahai : Entrepreneurship, Excel Books
2. McClelland, D.C. & Winter, W.G. : Motivating Economic Achievement, Free Press.
3. Pareek, U & Venkateswara Rao, T : Developing Entrepreneurship – A Handbook on Learning Systems, New Delhi.
4. Desai, A.N. : Entrepreneur and Environment, Ashish, New Delhi.
5. Drucker, Peter : Innovation and Entrepreneurship, Heinemann.
6. Chakraborty, Tridib : Introducing Entrepreneurship Development, Modern Book Agency.
7. Manimala, M.J. : Entrepreneurial Policies and Strategies, TMH

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SEMESTER IV

MFM481

Full Marks: 200

Professional Industry Internship (Practical) SESSIONAL

Objectives

- To provide students with hands-on experience and practical exposure at actual workplace

Units	Course Content
1	<ul style="list-style-type: none">• Students will be at 90 days internship• They will be graded on their performance by their reporting manager at their workplace• They will submit a detailed report at the end of internship

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Full Marks: 200

MFM482

Sustainable & Ethical Studies IV – Case Study/Dissertation (Theory) SESSIONAL

Objectives

- Develop a body of research of sustainable innovations and solutions within the fields of Architecture, Construction and Interior Space Design industries.
- Written analysis and interpretations of data, facts and other information in the form of a dissertation.
- Present an original dissertation on a chosen area of sustainability and ethics within the construction and design industries, which includes facts, specific examples, technical information, discussions and conclusions within given contexts.
- Communicate and present articulately, objective rationales and discussions on the environmental impact and health and well being of their topic.

Units	Course Content
1	<p>Research and sourcing:</p> <ul style="list-style-type: none"> • Sustainable/Ethical Topic related to industry. • Related articles, facts, figures, diagrams and images. • Organizations, bodies and agencies • Technological developments innovations and discoveries within given context and subject. <p>Written analysis & responding to research:</p> <ul style="list-style-type: none"> • Notes • Written observations <p>Drafting and refinement of ideas, arguments, discussions and facts:</p> <ul style="list-style-type: none"> • First written draft with notations for refinement, corrections and additions • Second written draft with corrections <p>Final Written Draft:</p> <ul style="list-style-type: none"> • Proof-read & complete with all corrections <p>Bibliography & referencing:</p> <ul style="list-style-type: none"> • Written bibliography • Correct referencing <p>Presentation & Evaluation:</p> <ul style="list-style-type: none"> • Professionally Presented Bound dissertation • Written evaluation against desired outcomes • Behavioral Aspects of Organization.

References

Books

1. Case Study Handbook: How to Read, Discuss and Write Persuasively About Cases by Ellet (Author)
2. <http://equip.sbts.edu/article/20-tips-to-help-you-finish-your-dissertation/>
3. https://www.edugeekclub.com/blog/How_to_Write_Your_Best_Dissertation/
4. <https://www.oxbridgeessays.com/blog/top-10-masters-dissertation-writing-tips/>
5. <https://neilpatel.com/blog/creating-a-great-case-study/>

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MF483

Full Marks: 100

Fashion Event Management (Practical) SESSIONAL

Objectives To enable the students to: <ul style="list-style-type: none">• To provide students with hands-on experience of managing a fashion event	
Units	Course Content
1	<ul style="list-style-type: none">• Students will be working on an event of their choice• They will be working on teams, with specific individual duties and targets• Their performance will be judged by their reporting manager, or guide
References	
Books <ol style="list-style-type: none">1. Event Planning Tips: The Straight Scoop on How to Run a Successful Event2. The Business of Events Management by John Beech, Sebastian Kaiser and Robert Kaspar3. Sustainable Event Management: A Practical Guide by Meegan Jones4. Into the Heart of Meetings: Basic Principles of Meeting Design by Mike van der Vijver and Eric de Groot5. Planning and Management of Meetings, Expositions, Events and Conventions by George G. Fenich, Ph.D.6. The Business of Events Management by John Beech, Sebastian Kaiser and Robert Kaspar	

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MFM484

Full Marks: 200

Masters Project (Practical) SESSIONAL

Objectives

At the end of this module the student should be able to:

- To provide students with hands-on experience of research methodology & report writing

Units	Course Content
1	<ul style="list-style-type: none">• Students will be working on a selected topic related to their work area• They will be getting regular guidance from individual project guide• At the end they will submit the report and give a presentation• Their performance will be judged by a panel of jury members