

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

SEMESTER I

MFM101

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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MFM102

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)

Objectives

To enable the students to:

- 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

References

Books

1. The Fashion Business: Theory, Practice Image- Nicole White ,Ian 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)

Objectives

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

Units

Course Content

1

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

- **Windows Office 2000**

- **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)

Assignment:

1. 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
2. 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.

Books

1. PC Software Made Easy, Ramesh Bangia
2. Computer Fundamentals, R.S. Salaria (Khanna Publications)

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MFM193

Full Marks: 100

Fashion Styling & Photography
(PRACTICAL)

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 Fashion Campaign

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