

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

SEMESTER II

MFM201

Full Marks: 100

Finance & Economics (THEORY)

Objectives	
<ul style="list-style-type: none"> • 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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MFM202

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	

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Books

1. Logistics: Principles and Practice. Van Goor & Hessel Visser
2. Integral 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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MF203

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 buyinghouse. • 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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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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MFM291

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 illustrations 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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MFM292

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