

Course Contents

FIRST YEAR / SEMESTER ONE

DOD5401 FASHION MERCHANDISING & MARKETING

COURSE INTENT:

- Introduce the segments of fashion industry and merchandise planning.
- Provide an in-depth knowledge to assess the role and importance of design in fashion business.
- Enable to design a suitable retail strategy for fashion products
- Introduce the role and purpose of marketing management function for fashion industry.
- Highlight the impact of marketing in the current business environment.

COURSE CONTENTS:

Module I: Fundamentals of Fashion Industry: Introduction to fashion industry; fashion, business and product; understand the categories of fashion merchandise; nature of fashion; the movement of fashion; the business of fashion; from couture to high street; designer typology; research and idea generation; trend forecasting

Module II: Merchandise Planning and Product Development: The role of design in business; selecting merchandise and vendors, merchandise budget sales forecast, buying systems, branding strategies and international sourcing, store management; the product mix; garment specifications sampling;

Module III: Retail Strategy: Defining retail strategy; marketing mix; physical facilities, merchandising, pricing, promotion, patronage, service.

Module IV: Marketing Management: Nature and Scope of Marketing- Concept of Marketing Mix - New Product Development Process; Product Life Cycle, Pricing Decisions: Determinants of Price - Pricing Process - Policies and Strategies

Module V: Segmentation-Targeting and Positioning: Market Segmentation, Targeting and Positioning; Communication Process; Repositioning. Market Measurement

REFERENCES:

1. Jackson, T., & Shaw, D. (2000). *Mastering fashion buying and merchandising management*. Macmillan International Higher Education.
2. Grose, V. (2011). *Basics Fashion Management 01: Fashion Merchandising* (Vol. 1). A&C Black.
3. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2009). *Marketing management: A south Asian perspective* (13th ed.). New Delhi: Pearson.
4. Perrault, W.D (Jr.), Cannon, J.P., & McCarthy, E.J. (2010). *Basic Marketing*. New Delhi: Tata McGraw-Hill
5. Ramaswamy, V. S., & Namakumari, S. (2009). *Marketing management: Global perspective Indian context* (4th ed.). New Delhi: Macmillan.

DOD5403 PROFESSIONAL COMMUNICATION SKILLS

COURSE INTENT:

- Introduce the importance of communication skills through listening, writing and presenting in the professional context.
- Provide an in depth understanding of effective communication techniques and tools.
- Emphasize on the knowledge of communication strategies to apply appropriately in different situations in the professional context.

COURSE CONTENTS:

Module I: Elements of Communication: Process of Communication; What makes a competent communicator? Characteristics of effective communicator types of communication- intrapersonal, interpersonal, small group communication, public communication, mass communication; Barriers of communication and overcoming the barriers.

Module II: Listening: Types of Listening – Content listening, Empathetic listening, Critical/Evaluative listening; Barriers of Listening; Active Listening to overcome the barriers of listening

Module III: Non-verbal Communication: Characteristics of non-verbal communication; Classification of non-verbal communication – posture & gesture, face and eyes, voice, touch, clothing, distance, time, territoriality; Effective use of non-verbal communication

Module IV: Oral Communication: Principles of Oral communication – accuracy, preciseness clarity, courtesy; Identifying behavioural patterns such as dominant, passive, pessimists, optimists, advisors, diplomats and managing these effectively; Etiquette for phone calls and voicemails

Module V: Team Communication: Definition of team and importance of culture of team; Individual's role in the team; Managing – peer to peer, peer to superior relationship, managing peer-subordinate relationship; Managing interactions such as extempore speech, debate, negotiations

Module VI: Public Communication: Theme/ Situation based Communication: Choosing theme; defining purpose – general, specific, thesis statement; Analyzing the situation – audience analysis, occasion; Gathering information – internet, library, interviews, personal observation, survey; **Organization & Support:** Structuring the speech; Principles of Outlining; Logical structuring – using transitions; Beginning & ending speech; Supporting material; Visual aids; **Presenting the Message:** Dealing with stage fright; Practicing the Speech

Module VII: Written Communication: Planning & Execution of Written Content – Planning, Drafting, Completing, Proofreading, distributing; Electronic Messages – Managing the semantics of Emails, Text messaging, Blogs, Podcasts and Vodcasts; Writing Reports, Proposals & Business Plans: Characteristics of Reports, Types of Reports, writing good report; Characteristics of Proposals, Types of Proposals, Making a Proposal and a Business Plan

Module 8: Event Management and Media Communication

Types of events; Organizing an event; Writing press releases

REFERENCES:

1. Green, David. (2004). *Contemporary English Grammar, Structures and Composition*. Macmillan Publications, Chennai.
2. Adler, R. B., & Rodman, G. R. (2006). *Understanding human communication*. New York NY: Oxford University Press.
3. Raman, M., & Singh, P. (2012). *Business communication*. New Delhi: Oxford University Press
4. Foster, J. (2012 – 5th Edition). *Writing skills for public relations*. UK: Kogan Page Limited.
5. Lesikar, R. V., Flatley, M. E., & Rentz, K. (2008). *Business communication: Making connections in a digital world*. McGraw-Hill/Irwin.

DOD5405 FASHION TRENDS AND FORECASTING

COURSE INTENT:

- Introduce the students to the process of forecasting and its significance in planning the collection.
- Equip the students with the understanding of importance of forecasting and influence of social responsibility in fashion trends.

COURSE CONTENTS:

Module I: Basics of Fashion Trends and Forecasting

Introduction to fashion trend terminology; fashion trends in context; the framework of fashion change; introduction to fashion forecasting terminology, historical overview of forecasting.

Module II: Consumers Role in Fashion Adoption

The innovation adoption process; factors influencing the rate of adoption; consumers and diffusion of innovation – the style confident customer, researching customers; traditional qualitative and quantitative techniques for data collection; research methods for forecasting professionals.

Module III: Process of Fashion Trends Analysis and Forecasting

Process of fashion trend analysis and forecasting, methods of fashion trend analysis and forecasting, forecasting frameworks – innovation, direction of fashion change, cultural indicators, fashion dynamics – colour forecasting, textile development, design concepts and style directions, future of fashion forecasting. Identifying spirit of time, developing theme, color, look, textile and accessories forecast board.

Module IV: Social Responsibility and Sustainability Related to Fashion Trends and Forecasting

Definitions of social responsibility and sustainability; increased waste due to rapid diffusion of innovation; the influence of social responsibility and sustainability on fashion trends; the contribution of internet information to socially responsible consumer decisions. Sustainable fashion brand reference and case studies.

Module V: Trend Forecast and Business Decisions

Formats for trend forecasts; common communication techniques in forecasting; the influence of trend forecasts on business decisions.

REFERENCES:

1. Chelsa Rousso. Fashion Forward: A guide to fashion forecast.
2. Evelyn L. Brannon. Fashion Forecasting: Research, Analysis, and Presentation. Fairchild Publications.
3. Evelyn L. Brannon. (2005). Fashion Forecasting. Fairchild Publications.
4. Henrick V. (2007). Anatomy of Trend. McGraw-Hil Publications.
5. Kathryn M. (2004). Fashion Forecasting. Wiley-Blackwell Publications.
6. Raymond Martin. (2010). Trend Forecaster's Handbook. Laurence King Publishers.
7. Eundeok Kim. Fashion trends – analysis and forecasting

DOD5407 DESIGN THINKING

COURSE INTENT:

- Impart knowledge of design basics and design process.
- Provide insights on designing products and services.
- Introduce the significance of emerging design strategies.

COURSE CONTENTS:

Module I: Design Basics: Key Concepts; Elements and Principles of Design; Colour Basics and Harmonies

Module II: Design Process: Inspiration, Identification, Conceptualization, Exploration/Refinement, Definition/Modelling, Communication, Production

Module III: Research, Planning and Presenting a Design: Application of design process to achieve Product Design, Retail Experience Design and Digital Business Design

Module IV: Emerging Design Strategies: Introduction to Sustainability; Study of emerging design strategies through case studies.

REFERENCES:

1. Karl Aspelund. (2010). Design Thinking. Fairchild Publications.
2. Karl Aspelund. (2010). Design Process. Fairchild Publications.
3. Gavin Ambrose, Paul Harris (2010). Design Thinking. Bloomsbury Publications.

DOD5409 ENTREPRENEURSHIP**COURSE INTENT:**

This course aims to impart basic skills and understandings to run a business efficiently and effectively. The course also provides insights to students on entrepreneurship opportunities.

COURSE CONTENT:

Module I: Introduction to Entrepreneurship: Introduction to entrepreneurship, meaning and definition, Entrepreneurship and economic development, Entrepreneurs in fashion//textile industry

Module II: Entrepreneurial Support System by State and Centre Government: Entrepreneurial support by state, Central financial institutions, Government policies with reference to textile and apparel industry.

Module III Business planning: New venture idea generation; Formulation of business plan; Estimation of different cost, revenue and breakeven parameters

Module IV: Implementation of Business Plan and Operations: Identification of plant location and layout; Implementation of business plan

Module V: Regulatory Aspects of Business: Regulatory aspects of business, Tax regulation

REFERENCES:

1. Entrepreneurship Development-Small Business Enterprise- Poornima Charantimath, Pearson Education, 2007
2. Entrepreneurship- Rober D Hisrich, Michael P Peters, Dean A Shepherd, 6/e, The McGraw-Hill companies, 2007
3. Entrepreneurship Development , Khanka, S Chand Publications
4. Entrepreneurship Development, B Janakiram

DOD5411 OPEN ELECTIVE

The students would be given an opportunity to choose the open elective from the courses offered by MAHE.

FIRST YEAR / SEMESTER TWO**DOD5402 BRAND MANAGEMENT****COURSE INTENT:**

To discuss components and elements to help build, measure and manage brands with efforts directed to Digital channels.

COURSE CONTENT:

Module I: Introduction to Brands and Brand Management: Define Brand, Brand elements, Branding for products and services, High-tech Branding, Branding challenges and opportunities, Strategic Brand Management Process

Module II: Developing a Brand Strategy: Steps in Brand building, Customer based Brand Equity, Branding building, Sources of Brand Equity - Brand awareness, Brand Image, Product Development and Brand Analysis, Establishing Product Market fit - Segmentation and Brand Positioning, Approaches for Brand Positioning, Segmentation Basis.

Module III: Design and Implementing Brand Marketing Programs: Criteria for choosing Brand elements, Options and tactics for Brand elements, Programmes to build Brand Equity – Product Strategy, Pricing Strategy, Channel Strategy, Understand the launch process for a new brand, Product Design and Delivery, Pricing Strategy, Legal Branding consideration.

Module IV: Brand Equity Measurement and Management: Conducting Brand Audits, Developing a Brand Equity Measurement: Qualitative Research Techniques – Zaltman Metaphor Elicitation Technique, Neural Research Methods and Quantitative Research Techniques – Brand awareness, Image and Responses, Relationships, Measuring outcomes of Brand Equity: Comparative methods: brand and marketing based methods, Conjoint analysis Holistic methods: Residual, general and valuation approaches, Brand management: ten criteria for brand report card, seven deadly sins of brand management

Module V: Managing brands over time, geographic boundaries: Reinforcing Brands, Revitalizing Brands, Brand Reinforcement Strategies, Brand Revitalization Strategies, Positioning over time, Main growth strategies, How loyalty programmes help, maintain and grow brand allegiance, Importance of keeping brand relevant, The Brand Value Chain; Challenges and steps needed to become a global brand

Module VI: Managing a brand in the digital age: New age influencers and brand ambassadors, the Buzz Marketing Process, Online and Virtual Brands • Multisensory Branding Online, Online Image and Identity, Digital Co-creation of Brands, Neuro-branding, Key Brand Performance Indicators available through social media, Evolving challenges in managing a brand in the age of social media.

REFERENCES:

1. Kevin Lane Keller, Parameshwaran and Issac Jacob (2015), “*Strategic Brand Management*”, 4th Edition, Pearson Education
2. Jean Noel Kapferer (2003) *Strategic brand management*, 2/e, Kogan Page
3. Pran K Choudhury (2001) *Successful branding*, 1/e, University Press Ltd.
4. Barbara Kahn (2013) *Global Brand Power: Leveraging Branding for Long-Term Growth*, Wharton School Press
5. YLR Moorthi (2002) *Brand management*, 2/e, Vikas Publishing.-

DOD5404 OPERATIONS AND SUPPLY CHAIN MANAGEMENT

COURSE INTENT:

- It enables students to understand the need to implement an appropriate operation’s strategy for a supply chain and logistics company.
- It offer the students a vast avenue of understanding on the major strategic issues and trade-offs in supply chain management which acquires analytical capability to uncover problems and suggest improvement.
- Students will be able to recommend improvement along the dimensions of efficiency, quality and speed, and improved team-work capability to cooperate with others to solve business operations problems in supply chain management.

COURSE CONTENTS:

Module I: Introduction to Production/Operations Management: Meaning & Introduction to Production & Operations Management - Scope of Operations Management w.r.t. Design & Selection of Product, Selection &

Planning for Process as well Layout, Selection of Location, Aggregate and Capacity Planning, Types of Production systems and Operational/Short Term Decisions - Criteria of Performance

Module II: Services: Meaning of Service & Intangibility of Service - Customer's view w.r.t. Service - Comparison between Services & Goods - Non-inventor ability of services & Customer Involvement - Service Matrix & Implications for Operations Policy - Determinants of Service Quality

Module III Outsourcing: Business Process Outsourcing (BPO) - Make or Buy - Quality considerations - Quantity considerations - Cost considerations - Service considerations - Other considerations - Sub-contracting

Module IV Introduction to supply chains: Importance of supply chains, decision phases, process view, drivers of supply chain – facilities, inventory, transportation, information, sourcing, pricing. Demand forecasting: characteristics of forecasts, bull whip effect, forecasting methods – basic approaches, role of IT in forecasting. Aggregate Sales & Operations planning: Role of aggregate planning in supply chain, aggregate planning strategies, role of IT in aggregate planning

Module V: Supply Chain: Role of sourcing in a supply chain, in house or outsource, third party and fourth party logistics providers, supplier scoring and assessment, supplier selection – auctions and negotiations, contracts and supply chain performance, design collaboration, procurement process, sourcing planning and analysis.

Module VI Coordination in a supply chain: Bullwhip effect impact on performance, obstacles to coordination in a supply chain, managerial levers to achieve coordination, vertical integration, partnerships, continuous replenishment and vendor managed inventories, collaborative planning, forecasting and replenishment.

REFERENCES:

1. Production and Operations Management by R. Panneerselvam, PHI Learning
2. Operations and Supply Management by Ravi Shankar, F. Robert Jacobs, Richard B. Chase, Nicholas J. Aquilano, TMH Education
3. Supply chain management by Sunil Chopra & Peter Meindl, Pearson Education India.
4. Supply Chain Management: Text And Cases 1st Edition (Paperback) by Janat Shah

DOD5406 RESEARCH METHODS

COURSE INTENT:

- To introduce the students to different methods of conducting research in fashion business.
- To equip the students with the understanding of methodology followed in conducting research.
- To equip the students with tools of data gathering and analysis of the data collected in the process of research.
- To provide essential knowledge of writing the research report.

COURSE CONTENTS:

Module I: Business Research: An overview: Research process and Types of Research; Approaches to Research; Ethics in research; Problem formulation and its components; Importance of literature review; Formulating hypothesis; Types of hypothesis.

Module II: Business Research Design: Meaning, Steps involved in a research design. Exploratory research design, Descriptive research design, Experimental design

Module III: Measurement & Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement, attitude measurement – Likert's Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale.

Module IV: Sampling and Data Collection: Sampling and sampling distribution: Meaning, Steps in Sampling process, Types of Sampling - Probability and non-probability Sampling Techniques. Data collection: Primary and Secondary data – Sources – advantages/disadvantages. Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.

Module V: Data Processing and Report Writing: Data editing; Coding; Classification and tabulation of data; Univariate and bivariate analysis of data; Testing of hypothesis; Chi-square analysis; Analysis of variance; Research report writing

REFERENCES:

1. Fundamentals of Statistics, S. C. Gupta, Himalaya Publishing House, 7/e, 2012.
2. Research Methodology: Concepts and Cases – Deepak Chawla & Neena Sondhi, Vikas, 2011
3. Marketing Research by Naresh K. Malhotra, Pearson publishers, 2012
4. Methodology of Research in Social Sciences – Krishnaswami O. R, Ranganatham M, HPH, 2007.
5. Statistical Methods - Gupta S. P, Sultan Chand & Sons, 2002.
6. Research Methodology- Kothari C. R, 2/e, Vishwa Prakashan, 2002.

DOD5408 PRODUCT STUDY & DESIGN – WOMENSWEAR

COURSE INTENT:

Product study competencies:

- To understand and analyze the product line for specific category (womenswear) to meet expectations for cost and quality (materials, performance, and aesthetics). Plan, develop and present merchandise lines for the identified market segments.
- To recognize the types, functions, and significance of store and non-store retailing in contemporary global markets in regards to the specific target market (womenswear)

Design competencies:

- To represent images of related product line/merchandise or any information in an artistic and informative manner using variety of techniques and multi-media.
- To interpret Garment components, aesthetic, trend information and Fit assessment to meet customer demand

COURSE CONTENTS:

Module I: Introduction to product line on Womenswear category,

Module II: Terminologies of Garment components and elements.

Module III: Understanding details in womenswear design,

Module IV: Market positioning for Womenswear,

Module V: Case studies on Womenswear (brand, competitors, their clients and customer service).

Module VI: Visual representation and Presentation skills.

ELECTIVE 1 / DISCIPLINE ELECTIVES

DOD5412: TEXTILE CONCEPTS

COURSE INTENT:

- To understand the manufacturing process of textiles and identification of different textiles available in the market.
- To understand the Indian textiles and its relevance in designing

COURSE CONTENTS:

Module I: Introduction to Textiles: Classification of fibers, definitions and general properties; natural fibers – Cellulose and Protein

Module II: Yarn Construction: Basic principles and processing of yarn; types of yarns, properties of yarns, yarn quality requirements for weaving and knitting.

Module III: Introduction to Weaving: Basic weave structures – plain, twill, satin and their variations; fancy weaves – dobby, jacquard, leno, swiss and double cloth; introduction to the loom – parts of the loom; analysis of woven fabrics – weave / ply / yarn count and blend; difference between Khadi and handloom fabrics. Recent trends in Khadi and handloom fabrics.

Module IV: Introduction to Knitting: Circular, tubular and Jersey; analysis and comparison of knitted fabrics – knit / ply / yarn count and blend. Non Wovens : Meaning, types, construction of non-woven, lace, knotted fabrics

Module V: Indian Textiles: Textiles of North India, textiles of South India, minor Textile Fibers of India

REFERENCES:

1. Fletcher K. Sustainable Fashion and Textiles Design Journeys.
2. Arthur, Cohen, Johnson, Joseph J. Pizzuto J. J. Pizzuto's Fabric Science. Fairchild Publications.
3. Kim Thittichai. Experimental Textiles. Batsford Ltd.
4. Udale J. Basics Fashion Design 02: Textiles and Fashion. AVA Publishing SA.
5. Hallett C., Johnston A. Fabric for Fashion: A Comprehensive Guide to Natural Fibres. Laurence King Publishing.
6. Bradrock E., Mahney M. (1999). Techno Textiles: Revolutionary Fabrics for Fashion and Design. Thames & Hudson
7. Clarke S. (2011) Textile Design. Laurence King Publishing.
8. Bernard P. Corbman (1983) – Textile Fibre to Fabric, McGraw Hill International Edition, New York.
9. Gosh G.K., Gosh Shukla (1995). Indian Textiles – Present and Past. APH Publishing Corporation, New Delhi.

DOD5414 DIGITAL DESIGN

COURSE INTENT:

This course presents the introductory concepts that are needed in order to use the digital medium Photoshop, Illustrator and InDesign to develop creative and innovative visual representation, to be able to communicate ideas and concept through effective presentation in regards to Fashion industry.

COURSE CONTENTS:

Module I: Story of Design:

- What is Design: Introduction to design
- Role of Design in Society: Role of design in the changing social scenario.
- Impact/function of Design, Indigenous Design Practices.

Module II: Introduction to Digital design Medium:

- Introduction to computer-based technology in designing, use of Photoshop, Illustrator, CorelDraw, InDesign in designing, vector graphics and bitmap images; color modes, collage development; specification of papers used in printing, peripherals used – plotters, laser and ink-jet printing, scanners etc.

Module III: Understanding Digital Design:

- Visual design and use of the elements and principles.

(1. Conceptual element, 2. visual element, 3. relational element & 4. practical or functional element)

- Digital tools as a powerful means of communication.
(Tools in Photoshop, Illustrator and InDesign)
- Terminologies and its usage/implication: Typography, Two dimensional design, Lettering/Fonts, Color theory, Layout, Tracing, Art criticism etc.

Module IV: Develop and Demonstration:

- Application of fundamentals of design, techniques and processes to communicate in original or interpretive representation.
- Elements influencing the visual characteristics, content and purpose.
- What a logo is and how to create one.

Module V: Printing the Art File:

- Working on the conversion of the file formats according to the Print/File type.

REFERENCES:

1. Design for Motion: Fundamentals and Techniques of Motion Design – 15 October 2019 by Austin Shaw (Author)
2. Design Elements, Color Fundamentals: A Graphic Style Manual for Understanding How Color Affects Design by Aaris Sherin (Author)
3. Typographic Systems of Design: Frameworks for Type Beyond the Grid (Graphic Design Book on Typography Layouts and Fundamentals) by Kimberly Elam (Author)
4. Graphic Design: The New Basics: The New Basics (Bestselling Introduction to Graphic Design Book) by Ellen Lupton (Author), Jennifer Cole Phillips (Author)
5. Xtine burrough, Michael Mandiberg. Digital Foundations: Intro to Media Design with the Adobe Creative Suite. Peachpit Press.
6. Kevin Tallon. (1985). Creative Fashion Design with Illustrator. Batsford Publications.
7. Centner M. (2007). Fashion Designers Handbook for Adobe Illustrator. Willey Blackwell Publication.
8. Susan Lazer. (2008). Adobe Illustrator for Fashion Design. Prentice Hall Publications.
9. Susan Lazer. (2007). Adobe Photoshop for Fashion Design. Prentice Hall Publications.

DOD5416 FASHION STYLING & PHOTOGRAPHY

COURSE INTENT:

The course aims at various areas of Fashion, Beauty and Clothing where students would be exposed to Movie styling, Character styling, Lifestyle styling and Prop Styling. This course would include concepts of equipment used and the lightning concepts that need to be taken into consideration for fashion photographs. This course would enable the students to take photographs for their portfolios and fashion shows.

COURSE CONTENTS:

Module I: Introduction to Fashion Styling and Photography: Meaning, Types- editorial styling, Fashion styling, Wardrobe styling, catalogue styling, prop styling, set styling, personal styling, celebrity styling. Introduction to fashion photography: magazine photography, advertising photography icons and trendsetter, taking inspiration, choosing a style, tools and equipment required – camera, lens, tripods and monopods, camera controls and operations.

Module II: Make-Up, Hairstyle and Basic Studio Photography: Introduction to make up artistry, history of makeup, special effect makeup, fantasy makeup, character make up, different hairstyles. Select any two artists and their styles and techniques. Photography in studio: Basic studio requirements, basic lighting, studio flash, setting the backdrop.

Module III: Final Project and Portfolio: Thematic fashion styling, Portfolio, Fashion make up Team building: Fashion protocols, assistants, styling, sourcing models, testing for models. Creating pictures: Composition, content, attitude, movement versus static, the frame, sourcing clothes, props and set design, managing a shoot. The Portfolio: Editing process, putting stories together, printing photos, styles of presentation. Portfolio should include – Developmental sketches and stage wise photographs of the forms develop under the above modules.

REFERENCES:

1. Stylewise by Shannon Burns- Tran.
2. Fashion Stylist by ARMOR.
3. Bruce Smith. (2008). Fashion photography: A complete Guide to the Tools and Techniques of the Trade. Amphoto Books.
4. Perkins M. (2011). 500 Poses for Photographing Women: A Visual Sourcebook for Digital Portrait Photographs. Amherst Media Inc.

ELECTIVE2 (MANAGEMENT SPECIFIC)

DOD 5418: INTERPERSONAL SKILLS

COURSE INTENT:

- It will help students to become aware of their own needs, perceptions and feelings and how the same affects or is affected by others' needs, perceptions and feelings.
- It will enable the students to learn the importance of Interpersonal effectiveness in current organization context.
- Students will understand the effective tools for employee engagement.

COURSE CONTENT:

Module I: Importance of Self & Interpersonal Skills Introduction to self - Being Open with and to Other People - Self-Disclosure, Self-Awareness, Self-Acceptance & Self- Presentation - Self-Awareness Through Feedback from Others - Interpersonal Skills and Relationships - Difficulties in Forming Relationships -Learning Interpersonal Skills. Managing Fear and Anxiety -Managing Shyness - Managing Failure.

Module II: Developing and Maintaining Interpersonal Skills Introduction- Mistakes and Self- Talk - Reducing Stereotyping and Prejudice - Overcoming the Barriers: Being Optimistic - Building Interpersonal Trust- Being Trusting and Trustworthy - Trust and Communication - Destroying Trust - Reestablishing Trust After It Has Been Broken - Trusting Appropriately - Personal Proclivity to Trust.

Module III: Communicating Feelings Verbally & Non-Verbally Introduction - Effective Communication versus Misunderstandings - Theory on Listening and Responding -The Power of Feeling - Saying What You Feel - Responding to Another Person's Problems - Helping People Solve Their Problems - Listening and Responding Alternatives.

Module IV: Conflict, Anger, Stress, and Managing Feelings Introduction - Inevitability of Conflicts - Understanding Conflicts of Interest - The Nature of Stress - Managing Stress Through Social Support Systems - The Nature and Value of Anger - Rules for Managing Anger Constructively - Dealing with an Angry Person - Working and well- being, The working woman and the stress on working women.

Module V: Employee Engagement & Retention Definition, Importance of engagement, Factors of engagement, Job attitude & engagement, Job demand & engagement, Leadership & engagement, Motivational constructs of engagement, Engaging HR Strategies Measuring employee engagement, Techniques. Engagement & Retention.

Module VI: Interpersonal relations and personal growth Interpersonal needs, motivation and behaviour- FIRO-B and Johari Window, Defense Mechanism in groups, T-Group, human process labs.

REFERENCES:

1. Udai Pareek, T.V.Rao and D.M.Prestonjee - Behavioral Processes in Organizations - Oxford & IBH Publishing Co. Pvt. Ltd.
2. T.A. Harris - I'm O.K. –You're O.K - London, Pan Books Ltd.

DOD 5420: PRINCIPLES OF MANAGEMENT

COURSE INTENT:

- Students will be familiarized with basic concepts of Management.
- The course would enable students to become successful managers by acquainting themselves with various management functions, from planning to controlling.
- The course would also examine various leadership styles.

COURSE CONTENT:

Module I: Overview of Management Definition - Management - Role of managers - Evolution of Management thought - Organization and the environmental factors – Trends and Challenges of Management in Global Scenario.

Module II: Planning Nature and purpose of planning - Planning process - Types of plans – Objectives - - Managing by objective (MBO) Strategies - Types of strategies - Policies - Decision Making - Types of decision - Decision Making Process - Rational Decision Making.

Module III: Organizing Nature and purpose of organizing - Organization structure - Formal and informal groups / organization - Line and Staff authority – Departmentalization - Span of control - Centralization and Decentralization - Delegation of authority - Staffing - Selection and Recruitment - Orientation - Career Development - Career stages – Training - Performance Appraisal.

Module IV: Directing Creativity and Innovation - Motivation and Satisfaction - Motivation Theories - Communication - Barriers to effective communication - Organization Culture - Elements and types of culture - Managing cultural diversity.

Module V: Controlling Process of controlling - Types of control - Budgetary and non-budgetary control Q techniques - Managing Productivity - Cost Control - Purchase Control – Maintenance Control - Quality Control - Planning operations.

Module VI: Leading as a function of management Leadership and vision, Leadership traits, classic Leadership styles, Leaders behavior – Likert's four systems, Managerial Grid. Overlapping role of leader and managers.

REFERENCES: H. Koontz & C.O'Donnell - Principles of Management - McGraw-Hill Inc. US; 5th Revised edition.

DOD5422 ACCOUNTING AND FINANCE FOR NON-ACCOUNTANTS

COURSE INTENT:

- This course introduces the students to the fundamentals of financial accounting & Management of financial resources is a fundamental managerial function.
- This course will also provide insights into the policy decisions undertaken by the financial managers in the process of managing the financial resources of the firm.
- This course will examine various topics, including the concept of time value of money, capital budgeting techniques and discusses the various sources of long term capital.

COURSE CONTENT:

Module I: Introduction to Financial Accounting - Introduction. Users of accounts. Objectives and the qualitative characteristics of financial statements. Journalising the transactions.

Module II: Accounting Systems - The accounting system and accounting records. Ledger accounts; double-entry bookkeeping. Preparation of accounts. Trial balance.

Module III: Final Accounts - Trading account, Profit and Loss account, Balance Sheet. Introduction to financial accounting using Tally accounting software.

Module IV: Sources of Long-Term Capital - Sources of Long-Term Capital. Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles.

Module V: Time Value of money- Future value of single cash flow & annuity, present value of single cash flow, annuity.

Module VI: Capital Budgeting - Types of Investment Decisions. Investment evaluation techniques – Pay Back Method, Discounted Pay Back Method, Accounting Rate of Return, Net Present Value Method, Internal Rate of Return and Profitability Index.

REFERENCES:

1. Shukla M.C. & Grewal T. S- Advanced Accounting - S.Chand & Co.
2. Gupta R.L - Advanced Accounting - Sultan Chand & Sons, New Delhi.
3. Khan M. Y. and Jain P. K - Financial Management - Tata McGraw-Hill
4. Pandey I. M - Financial Management - Vikas Publishing House Pvt Ltd.
5. James C. Van Horne and John M. Wachowicz, Jr - Fundamentals of Financial Management- Pearson Education Limited

SECOND YEAR / SEMESTER THREE

DOD6401 CONSUMER BEHAVIOR

COURSE INTENT:

This course is designed to equip students with the knowledge and skills required to understand the consumer buying behavior. It introduces students to multiple psychological and behavioral models which are essential to understand a consumer. The course also provides an insight on the impact of various internal, individual and external factors on the decision making.

COURSE CONTENT:

Module I: Introduction Meaning & Definition of Consumer Behavior, Consumer & Customer, Nature & characteristics of Indian Consumers, Segmentation, Targeting and Positioning, bases for segmentation.

Module II: Models and CB Process Models of Consumer Behavior, Cognitive Model, Input-Process-Output Models of Consumer Behaviour, Consumer Buying Decision Process, Structure Levels of Consumer Decision Making.

Module III: Internal Factors influencing Consumer Behaviour Internal influences on Consumer Behavior: Motivation, Personality, Perception. Observation exercise to understand the impact of internal factors on consumer decision making. Visit an apparel store.

Module IV: Individual Factors influencing Consumer Behaviour: Individual influences on Consumer Behavior- Learning, Attitude and Persuasive communication. Observation exercise to understand the impact of individual factors on consumer decision making. Visit an automobile showroom.

Module V: External Factors influencing Consumer Behaviour External Influences on Consumer Behavior: Family, Social Class, Culture, Groups, Diffusion of Innovations. Observation exercise to understand the impact of individual factors on consumer decision making. Visit a mobile/consumer durable showroom.

Module VI: Activity based learning Each student will be assigned an apparel company. The student has to *identify* the STP of the product. He has to *choose* each of the internal and external influences on consumer decision

making process. He has to *assess* how each of the influences impact the final decision making of the consumer, using this Prepare a marketing strategy that can help the company that will and sustain relationship with the customers.

REFERENCES:

1. Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2019). *Consumer behavior* (12th ed.). India: Pearson.
2. Sheth, J. N., Jain, V., & Schultz, D. E. (2019). *Consumer Behaviour- A Digital Native* (1st ed.). Pearson Education.
3. Hawkins, D. I., Motherbaugh, D. L., & Mookerjee, A. (2017). *Consumer Behavior: Building Marketing Strategy* (12th ed.). McGraw Hill Education.
4. Maheswaran, D., & Puliyl, T. (2018). *Understanding Indian consumers* (1st ed.). New Delhi, India: Oxford University Press

DOD6403 FASHION JOURNALISM

COURSE INTENT:

- The course introduces the students to different media and equips them with the skills of writing articles, reports and features.
- It also exposes the students to various issues relating to copy right and ethics in fashion coverage and presentation.
- The Course also aims in equipping them with media related software such as In design

COURSE CONTENTS:

Module I: Introduction to Media: Media organizations, Its working, Coverage of Information; tools and media channels

Module II: Writing for Media: Writing an article, features, types of Articles, Sources of Information, writing for different Media, fashion advertisement; tag line writing;

Module III: Fashion and Advertising: Introduction to Advertising, Fashion and its role in Advertising, Copy writing and planning campaign

Module IV: Visual Media and fashion coverage: Coverage of fashion stories in television; scripting for fashion events; fashion in television soaps and its depiction

Module V: Media ethics: Ethics relating to fashion coverage; copy right issues relating to designs, costumes, models; sources of fashion news and common disbeliefs

REFERENCES:

1. Scalnan, Christopher (2000): Reporting and Writing: Basics for the 21st Century, Harcourt College Publishers.
2. Jaishri Jethwaney and Shruti Jain, (2012): Advertising Management. New Delhi: Oxford
3. University PressHicks, W., Adams, S & Gilbert, G. (1999). *Writing for Journalists*. London/New York
4. Hennessy, B. (1997). *Writing Feature Articles; A Practical Guide to Methods and Markets*. Oxford: Focal Press
5. Jacobi, P. (1997) *The Magazine Article :How to think it, Plan it, Write it*. Bloomington, Indiana University.
6. Barnard, M (2002) *Fashion as Communication*. London. Routledge
7. Marriann Frances Wolbers. *Uncovering Fashion: Fashion Communications Across the Media*. Fairchild Publications.
8. Kristein K Swanson. *Writing for Fashion Business*. Fairchild Publications.

DOD 6405 VISUAL MERCHANDISING AND PACKAGING

COURSE INTENT:

- To introduce the students to the concept of visual Merchandising.
- To enable the students to plan a visual display and packaging after attaining the understanding the concept and elements of Visual Display.

COURSE CONTENTS:

Module I: Visual merchandising and display basics: Why do we display; colour and texture; light and composition; light and lighting; types of display and display settings; signing; lighting

Module II: Where to display: The exterior of the store; display window construction; store interiors

Module III: What to use for successful display: Mannequins; alternatives to mannequins; dressing the three-dimensional form; fixtures; visual merchandising and dressing fixtures-feature fixture and capacity fixture; furniture as props

Module IV: Visual merchandising and display techniques: Attention getting devices; familiar symbols; masking and proscenia; sale ideas, fashion accessories

Module V: Related areas of visual merchandising: Point-of-purchase display; exhibit and trade show designs; fashion shows. Packaging, Importance of packaging, types of packaging, materials used for packaging, packaging for different brands, packaging for different merchandise.

REFERENCES:

- Martin M Pegler. Visual Merchandising and Display. Fairchild Books, New York
- Judy Bell., Kate Ternus. Silent Selling – Best Practices and Effective Strategies in Visual Merchandising. Fairchild Books, New York.

DOD 6407 PRODUCT STUDY & DESIGN- MENSWEAR

COURSE INTENT:

Product study competencies

- To understand and analyze the product line for specific category (Menswear) to meet expectations for cost and quality (materials, performance, and aesthetics). Plan, develop and present merchandise lines for the identified market segments.
- To recognize the types, functions, and significance of store and non-store retailing in contemporary global markets in regards to the specific target market (Menswear)

Design competencies:

- To represent images of related product line/merchandise or any information in an artistic and informative manner using variety of techniques and multi-media.
- To interpret Garment components, aesthetic, trend information and Fit assessment to meet customer demand

COURSE CONTENTS:

Module I: Introduction to product line on Menswear category,
Module II: Terminologies of Garment components and elements.
Module III: Understanding details in Menswear design,
Module IV: Market positioning for Womenswear,
Module V: Case studies on Menswear (brand, competitors, their clients and customer service).
Module VI: Visual representation and Presentation skills.

ELECTIVE 3 (DISCIPLINE SPECIFIC)

DOD6409 HISTORY OF FASHION

COURSE INTENT:

- Introduce students to different timelines in the development of Indian and international costume components by connecting the present fashion with the roots.
- Enable students to adapt the designs inspired from the costumes of historical significance to create contemporary fashion
- Interpret the role of clothing as a medium of self-expression
- Highlight the influence of social, cultural, and political factors in the development of clothing

COURSE CONTENTS:

Module I: Evolution of clothing components: Gowns, Skirts, Tunics, Cloaks, Mantles, Suits, Shirt, Hose, Breeches, Trousers, Sportswear, Active wear, Lounge wear, Foundation wear, Children's clothing- research on evolution of clothing components relating to timeline of history.

Greek, Roman, Persian, Mughal and British influence over the evolution of Indian costume components: Tunic, Mauli/Pagri, Chugha/Quaba/Chogha, Jhangia, Ghagri, Chaddar, Lehanga, Antariya, Uttariya, Kayaband, Dhoti and Pajama, Salwar, Kameez and Churidhar.

Module II: Social and cultural factors and fashion: Social structure and influence on clothing during Greek, Roman, Medieval period, Baroque Rococo, Directorate and Empire Periods; Romantic Period; Crinoline Period; Bustle Period, Edwardian period and World War I, Roaring twenties and the Flapper, Great depression and World War II, The New Look.

Module III: Evolution of Accessories: Headgears, footwear, jewelry, and purses as per the timeline of history.

Module IV: Designers and fashion: Charles Worth, Jacques Doucet, Paul Poiret, Mariano Fortuny, Gabrielle Coco Chanel, Madeleine Vionnet, Elsa Schiaparelli, Clarie McCardell, Main Rousseau Bocher, Adrian Adolph Greenburg, Norman Norell, Pauline Trigere, Christian Dior, Pierre Balmain, Pierre Cardin, Cristobal Balenciaga, Hubert de Givenchy, Mary Quant, Yves Saint Laurent.

Module V: Sub-cultures and fashion: Zooties, Beatniks, Teddy Boys, Mods, Hippies, Punks, Goths, Ivy League look/ Preppies, Peacock Revolution, Grunge, Hip-hop.

REFERENCES:

1. Cosgrave, B. (2001). The Complete History of Costume & Fashion: From Ancient Egypt to the Present Day. Facts On File Inc.
2. Phyllis G. Tortora, & Keith Eubank (2009). Survey of Historic Costume. Fairchild Publications
3. Chelsea Rousso (2012), Fashion Foreward, Bloomsbury
4. Ghurye G, S. (1966). Indian Costumes. Popular Prakashan
5. Mohapatra R, P (2013). Fashion Styles of Ancient India. B.R. Publishing Corporation.

DOD 6411- FASHION & LIFESTYLE

COURSE INTENT:

- To understand what Fashion and the co-relation between Fashion and Lifestyle is. How lifestyle effects your fashion and the impacts of fashion on lifestyle.
- To learn about the Fashion and Lifestyle products and the brands.

Module I: What is Fashion?: Impact of Fashion and how it rules the world, Co-existence of Lifestyle and Fashion

Module II: Introduction to Fashion and Lifestyle: Fundamentals of Fashion and Lifestyle, Influential Lifestyle and its impact on Fashion

Module III: Fashion Products: Understanding of Fashion products: Apparels, Footwear, Accessories, Jewelry, Textiles, Formal wear, Cosmetics etc., Study of brands: Retail, Non-Retail, E-commerce, Online

Module IV: Demonstration of Lifestyle: Different types of Lifestyle, Elements that influence quality of Lifestyle, Curating fashion product to demonstrate a community of lifestyle.

Module V: Visual representation: Visual communication and documentation, Representation of Fashion and lifestyle: Class projects, Study of Fashion Bloggers.

REFERENCES:

1. Fashion: The Ultimate Book of Costume and Style (Dk) by Judith Watt (Author).
2. London Society Fashion 1905–1925: The Wardrobe of Heather Firbank by by Cassie Davies-Strodder (Author) and Jenny Lister (Author).
3. The Accessory Handbook: A Costume Designer's Secrets for Buying, Wearing, and Caring – Illustrated, 1 August 2018 by Alison Freer (Author)
4. The New Fashion Rules – 1 November 2018 by Victoria Magrath (Author)
5. BOOK ON HABIT AND LIFESTYLE by Valerie Craft (Author)

DOD 6413- CONTEMPORARY ART

COURSE INTENT:

- Introduce the significance of modern art and design strategies.
- To develop an understanding of philosophical approaches of contemporary art and to explore the role of contemporary art in fashion industry.
- To understand the new ideologies and different approaches with technological advancement.
- To enable students, develop fashion ideas taking inspirations from contemporary art.

COURSE CONTENTS:

Module I: Modern arts in European and American countries- Post impressionism, Fauvism, Cubism, Surrealism, Popular art (Pop), Optical art (Op art), Psychedelic art, Minimalism.

Module II: Contemporary art in global scenario- New media art, Street art, Earth art, Installation art, Video art, Performance art, Site specific art, Sculpture, Painting.

Module III: Renowned Indian contemporary artist- Sheela Gawda, Subodh Gupta, Suresh Kumar, N S Harsha, L N Tallur, Jitish Kallat, Reena Saini Kallat.

Module IV: Application of contemporary art in fashion and retail – Apply the design process looking at the case study of fashion and retail areas.

REFERENCES:

1. Mago, P.N. *Contemporary Art in India – A Perspective*. National Book Trust India.
2. Sam. H. *Modern Art*. Vendome Press.
3. H.W. Janson, Anthony F. Janson. *History of Art*. Harry N. Abrams, Inc.
4. Taylor B. *Contemporary Art Since 1970*. Pearson Prentice Hall.

ELECTIVE 4 (MANAGEMENT SPECIFIC ELECTIVE)

DOD 6415 INTEGRATED MARKETING COMMUNICATION

COURSE INTENT:

- To equip students with the skills that would be expected from a fashion manager handling the marketing (esp. promotion) function of a business.
- Introduces the students to various components of IMC and enables him to understand the right promotion needed. It also gives a hands on knowledge on preparing the needed promotion.
- It will help in designing the search marketing and promotion marketing strategies using the components of IMC and also helps in adjudging the effectiveness of various components of IMC with fashion perspective.

COURSE CONTENT:

Module I: Introduction to IMC IMC in marketing process, IMC planning model, promotion process model, steps involved in developing IMC programme, the communication process, understanding advertising appeal in stages of PLC

Module II: Advertising & Public Relations Advertising-its need and benefits-Understanding the DAGMAR approach through budgeting methods. Designing advertisement message. Comparison between publicity and public relations

Module III: Sales Promotion & direct Marketing Sales promotion, tools and techniques in sales promotion, pull vs push strategy, co-operative advertising.
Direct marketing-growth-merits- strategies.

Module IV: Personal Selling & Digital marketing Personal selling-its merits and limitations-role- how to integrate personal selling with other elements of IMC. Web advertising –pricing-types of advertisements.

Module V: Monitoring, Evaluation and control Tools to measure advertising, promotion, personal selling, direct marketing & PR. Pre-testing methods and post-testing methods

Module VI: Application/ Project The unit is about understanding the application of IMC and its various elements w.r.t a Fashion company and a product line.

REFERENCES:

- Percy, L. (2018). *Strategic integrated marketing communications*. Roulledge/Taylor & Francis.
- Clow, K. E., & Baack, D. (2016). *Integrated advertising, promotion, and marketing communications*. Harlow: Pearson Education Limited.
- Murthy, S. N., & Bhojanna, U. (2010). *Advertising: an IMC perspective*. New Delhi: Excel Books.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: strategy, implementation and practice*. Upper Saddle River: Pearson.
- Digital Marketer, *The Ultimate Guide to Digital Marketing*, ebook

DOD 6417 HUMAN RESOURCE MANAGEMENT

COURSE INTENT:

- To equip students with the skills that would be expected from a human resource manager handling the human resource function of an organization.
- The subject introduces aspects of human resources especially human resource planning, recruitment & selection, job analysis & job design, training and development, performance appraisal and welfare measures.
- The syllabus exemplifies all the important aspects required to understand various resource function practices and their importance.

COURSE CONTENT:

Module I: Introduction to Human Resource Management Meaning – definition – importance Functions of HRM – Managerial – operational, new HR manager proficiencies, The Strategic Human Resource Management, HR, and competitive advantage.

Module II: Human Resource Planning & Job Analysis Meaning of HRP & Process, HR demand and supply; causes of demand; forecasting technique, Introduction, uses and importance of job analysis, content of job description and job specification, collection of job analysis information and its application, elements of job analysis, methods of job analysis; techniques and major approach to job design, job design methods and its influencing factors.

Module III: Recruitment and Selection Introduction, sources of recruitment; methods of recruitment and selection; e-recruitment, ethical issues in recruitment & selection process, selection tests, orientation programmes and follow-up: employee placement, promotion, demotion, separation, lay-off, termination, exit interview.

Module IV: Training & Development Introduction to Training and Developing Employees, Orienting Employees, training process, strategic context of training, five-step training and development, training methods: On-the-job training - evaluating the training effort.

Module V: Establishing Strategic Pay Plans, Competency-based pay, Pay for Performance and Financial Incentives, Money and motivation, Employee incentives and recognition programs, Incentives for managers and executives, Salary Slip and its components Basic Concepts in Performance Appraisal and Performance Management, Comparing Performance Appraisal and Performance Management, introduction to Appraising Performance, Realistic appraisals, Steps in appraising performance: Problems and Solutions, avoid appraisal problems.

Module VI: Employee Welfare and Grievances **Employee Welfare:** Introduction, Types of Welfare Facilities and Statutory Provisions. **Employee Grievances:** Employee Grievance procedure, Grievances Management in Indian Industry.

References:

- 1.V S P Rao – Human Resource Management, Excel Books (1 December 2010)
- 2.Robins D. Fisher, Lyle F Schoenfeldt, James B. Shawn – Human Resource Management

DOD 6419 CUSTOMER RELATIONSHIP MANAGEMENT

COURSE INTENT:

- To familiarize students with the concepts of CRM.
- To understand the role, functions and importance in the field of financial markets

COURSE CONTENT:

Module I Introduction to CRM: Introduction to CRM, Need and Importance of CRM, CRM Processes, CRM techniques, Challenges and Task Ahead in applying CRM Techniques, How to overcome challenges, CRM policies of leading Corporates – Case Studies.

Module II: CRM & Marketing: Sales Force Automation, CRM in e-Business, Analytical CRM and planning and managing CRM programs. CRM Process – Marketing, Sales, and Services. Salesforce Automation Systems – Problems and Challenges. CRM in e-business, Analytical CRM – Features and benefits.

Module III: Emerging concepts in CRM: Industry view of CRM, CRM Strategy, CRM implementation & various stages of implementation. CRM in B2B and Services. E-CRM.

Module IV: Segmentation and Selection: Customer Segmentation, Market Segmentation, Creating Market Segments, CRM Data Base Management, Using CRM to promote Market Segments.

Module V: Retention and Cross-sell Analysis: Various methods of Customer Retention, Importance of Cross Selling, Role of CRM in Cross Selling.

Module VI: CRM in Practice: Best Practices in CRM; Sector wise differentiation using case studies.

REFERENCES:

1. Jagadish Seth - Customer Relationship Management -Tata Mcgraw, New Delhi.
2. Roberts G P - Customer Relationship Management – Viva, New Delhi

ELECTIVE 5 (PROGRAM ELECTIVE)

DOD 7001 DESIGN FOR SOCIETY, CULTURE & HERITAGE

COURSE INTENT

- To create awareness about the rich Indian cultural heritage and understand importance of conserving the heritage in modern context, to learn to draw connections between the society, cultural practices and problem solving by Design.
- To understand the spaces, volumes, materials, surfaces, constructive aspects, actual and past functions and configurations, degradation, etc. as a result of continuous modification through time.

COURSE CONTENT:

Module I : History: Understand the Indian heritage, Culture and Society since Indus valley civilization till post-colonial era.

Module II : Culture and Design: Study of various region wise cultural impact on the elements of interior design

Module III: Art of making: Construction techniques, and art and craft involved in making space and explore knowledge of Cultural & ritualistic artefacts, myths and legends

Module IV : Documentation: Research and document existing interior elements in context of heritage

Module V : Design: Design a space in modern context using the knowledge of heritage interiors and elements from any region in India.

REFERENCES:

1. Sahaj: Vernacular Furniture of Gujarat by Mitraja Bais, Jay Thakkar, Samrudha Dixit and Ben Cartwright
2. Crafts in Interior Architecture: India, 1990 onwards, Rishav Jain
3. Elements of Space-Making, Yatin Pandya,
4. Delhi: the built heritage, Ratish Nanda, Narayani Gupta,INTACH
5. The Indian heritage, Kabir Humayun
6. Ceramics: a world guide to traditional techniques, Bryan Sentence

7. Naqsh: the art of wood carving in traditional houses of Gujarat by Thakkar, Jay
8. Design for the Real World, Victor Papanek

DOD 7003 TEMPORARY DESIGN

COURSE INTENT:

This course explores all kind of temporary structures for pavilions, set design. Students will also gain a historical perspective of how the role of production design has evolved and how advances in technology have influenced the various crafts.

The course focuses on the development of visual solutions based on in-depth text analysis, character study, the use of research to explore historical and sociological aspects of cultures, and the collaborative nature of the theatre.

Coursework also includes scale model-building techniques, Representation techniques, photography and rendering techniques, as well as presentation methodologies.

COURSE CONTENT:

Module I: Introduction to Cinematic Design and Temporary structures.

Module II: Concept & The essence of script.

Module III: Technical decisions and Services

Module IV: Design and detailing

Module V: Physical model making

REFERENCES:

1. Ulrich, Karl, and Steven Eppinger, Product Design and Development.
2. Thomke, Stefan, and Ashok Ningade, "IDEO Product Development.

DOD 7005 LIGHTING AND ILLUMINATION

COURSE INTENT:

The course aims at providing a theoretical knowledge and hand on experience in developing a Human Centric Lighting (HCL) design by problem-based learning method.

COURSE CONTENT:

Module I : Introduction to Lighting design, different fields of implementation of Lighting Design, meaning of light and its impact on human perception.

Module II : Colour Psychology with light: Importance of colour psychology and light in the conception of human experiential needs.

Module III : Human Centric Lighting: Introduction to HCL, important principles and aspects to be considered, the applications and benefits of Human centric Lighting,

Module IV : Analysis: Investigate the issues faced in an existent lighting scenario that can be solved functionally, aesthetically and technically by the application of HCL.

Module V : Design Exercise: Develop design solution to the existent lighting scenario with relation between light, spaces, human perception and wellbeing when designing with light in real space.

REFERENCES:

1. Human Centric Lighting by Stan Walerczyk
2. Licht. Wissen 21 Guide to Human Centric Lighting (HCL)
3. Whitepaper Human Centric Lighting 18

DOD5001 EMBROIDERY

COURSE INTENT:

This course aims to introduce students to understand the working method of basic and Indian regional embroideries and its application in designing.

COURSE CONTENT:

Module I: Basic embroidery Stitches: Introduction to basic embroidery stitches. Understanding practical method of working basic stitches like running stitch, back stitch, chain stitch, satin stitch, leaf stitch, herringbone stitch, and French knots.

Module II: Embroidery Variation: Techniques to create embroidery variations using basic stitches and developing swatches with designs.

Module III: Regional embroidery: Overview on regional embroideries of India. Practical method of learning any one of the types.

Module IV: Project: Application of embroidery stitches and regional embroidery on a simple product.

REFERENCES:

1. The Embroidery Stitch Bible by Betty Barnden
2. Mini Hoop Embroideries: Over 60 little masterpieces to stitch and wear by Sonia Lyne
3. Hand Embroidery Stitches At-A-Glance by Janice Vaine
4. Ethnic embroidery of India by Usha Shrikant

DOD5003 DYEING & PRINTING

COURSE INTENT:

This course would:

- Introduce students to prepare the fabric for dyeing and printing
- Enable students to select dyes as per the fibre content
- Introduce students to impart colours on fabric using dyes.
- Enable students to create print designs on fabric surface
- Create awareness on the need to treat textile effluents.

COURSE CONTENTS:

Module I: Fabric preparatory process: Introduction to dyeing and printing, desizing and scouring, bleaching.

Module II: Fabric Dyeing: Classification of dyes- synthetic and natural, Dyes suitable for cellulosic material, protein material and synthetic material, Dyeing fabric using direct dye, reactive dye. Effluent treatment.

Module III: Natural Dyeing: Mordant, Dye extraction from natural sources, Natural dyeing.

Module IV: Textile printing: Definition, classification of printing, styles of printing. Methods of printing-block printing, stencil printing, screen printing, string printing, and stamp printing.

Module V: Resist printing: Tie and dye and batik printing.

REFERENCES:

1. Dominique Cardon (2007), Natural Dyes: Sources, Tradition, Technology and Science, Archetype Publications Ltd.
2. Sara J. Kadolph and Sara B. Marcketti (2016) Textiles, Pearson Education.
3. Rob Thompson (2014), Manufacturing Processes for Textile and Fashion: For Design Professionals, Thames & Hudson Ltd.
4. Laurie Wisburn (2012), Mastering the Art of Fabric Printing and Design, Chronicle Books.
5. Kate Wells (2000), Fabric Dyeing and Printing, Conran Octopus Ltd.

DOD 5005 SUSTAINABLE DESIGN STRATEGY

COURSE INTENT:

- Introduce concepts of sustainability and circularity in design.
- Provide insights on upcoming design strategies and business models.
- Emphasize on the need for sustainable design strategies.

COURSE CONTENT:

Module I: Introduction to Sustainability: History of Sustainability; Consequences of sustainable design practices; Design skills and creativity that can contribute to sustainability

Module II: Sustainable Design Thinking and Practice: Sustainability through design; Understanding sustainable thinking through case studies; Sustainable practices in sourcing, manufacturing and marketing

Module III: Circular Product Lifecycle: Sustainability objectives through the lifecycle - product's design, materials, manufacturing, distribution, and consumer care through the end-of-life disposal of the product; Emerging strategies, and innovative practices through case studies

Module IV: Sustainability through Collaboration: Sustainability Measurement; Partners and Collaborators in Sustainable Practice; Sustainability Standards in India and Abroad

REFERENCES:

1. Designing Sustainability: Making radical changes in a material world; Walker, Stuart (2014), Routledge
2. The Upcycle: Beyond Sustainability--Designing for Abundance; McDonough, William and Braungart, Michael (2013) North Point Press
3. Cradle to Cradle: Remaking the Way We Make Things; McDonough, William and Braungart, Michael (2002) North Point Press
4. Sustainability: A History; Caradonna, Jeremy L. (2016), Oxford University Press
5. Routledge Handbook of Sustainable Design; Rachel Beth Egenhoefer (2017), Routledge Books

SECOND YEAR / SEMESTER FOUR

DOD 6402 INTERNSHIP

COURSE INTENT:

The students would be given an opportunity to do the internship in a retail outlet in India or abroad for 15 weeks/75 days and submit a training report comprising their learning outcomes and office documentation. The internship guidelines as provided in the MA FM Practice School Manual, are to be followed.

DOD 6404 STUDY REPORT

COURSE INTENT:

The students are required to carry out a project in the areas of Visual Merchandising and Packaging as well as Fashion Management and Public Media, during the internship. The study report should comprise the process and results of the project, as well as study of the brand's Fashion Merchandising & Marketing and Fashion Trend Forecast aspects. The report should be submitted as per the guidelines provided in the MA FM Practice School Manual.

DOD 6406 MINI PROJECT

COURSE INTENT:

The students are expected to carry out a project in the areas of Visual Merchandising and Packaging as well as Fashion Management and Public Media, during the internship.

The expected outcome of the former segment would be to develop a visual merchandising plan for a product range/event at the interning outlet and experiment with innovative packaging methods as well. In addition, the Public Media Branding peripherals as well as a management strategy to drive customers to the event are expected to be developed. Guidelines and deliverables will be as per the MA FM Practice School Manual.

