

# FASHION MANAGEMENT

## Programme Structure

<b>Course Code</b>	<b>Course Title</b>	<b>Lecture (L) Hours Per Week</b>	<b>Tutorial (T) Hours Per Week</b>	<b>Practical (P) Hours Per Week</b>	<b>Total Credits</b>
FDT2151	Fashion Art Illustration and Model Drawing	3	-	-	3
FDT2251	Fashion Theory	3	-	-	3
FDT2351	Computer Aided Manufacturing	3	-	-	3
FDT2451	Fashion Management	3	-	-	3
FDT2551	Fashion Forecasting	3	-	-	3
FDT2651	Fashion Retailing & Visual Merchandising	3	-	-	3
	<b>TOTAL</b>				<b>18</b>

# FASHION MANAGEMENT

## Syllabus - Semester First

### FASHION ART ILLUSTRATION AND MODEL DRAWING

Course Code: FDT2151

Credit Units: 03

#### Course Objective:

The study of this course develops the student's ability to visualize the ideas and putting them in concepts for fashion garments. It gives an understanding to different illustration techniques and explores other media for creating concepts through practical assignments. Whereas Model Drawing is introduced with the concept of drawing normal figures in movement and different postures.

#### Course Content:

<b>Module I</b>	:	Sketching of Block and Flesh Figures
<b>Module II</b>	:	Photo Analysis
<b>Module III</b>	:	Rendering of Prints into flat illustration
<b>Module IV</b>	:	Detailed drawing of Basic Styles
<b>Module V</b>	:	Draping of Garments
<b>Module VI</b>	:	Introduction to Garment Drawing
<b>Module VII</b>	:	Use of different colour medium

Submission of practical work records - (Compulsory)

#### Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

#### Text & References:

##### Text:

- By Kathryn McKelvey, Fashion Source book.

##### References:

- Fashion Design and Illustrations
- By Patrick John Ireland, Introduction to Fashion Design
- By BinaAbling, Model Drawing
- By BinaAbling, Fashion Sketch Book

# Syllabus - Semester Second

## FASHION THEORY

**Course Code: FDT2251**

**Credit Units: 03**

### **Course Objective:**

To provide a broad foundation to acquire the knowledge of fashion theory and its growth which develop the students' potential for professional activities that demand considerable independence or for fashion research work.

### **Course Contents:**

#### **Module-I: Fashion Development**

Origin of the Fashion, Effect of Industrial Revolution on Fashion; Mass production of clothing; Introduction of Retailing; Changes caused by communications, leisure, and Industry; Effect of world War-i; Effect of depression on Fashion; Effect of world War –ii; Reactionary Postwar Fashion; Fashion at 1960s; Anti fashion at 1970s; Fashion 1980s; Fashion 1990s.

#### **Module-II: Fashion Evaluation & Adoption.**

**Introduction** - Fashion Cycles, Length of Fashion Cycles; **Adoption**- Traditional Fashion adaption (Trickle – Down Theory), Reverse Adaption (Trickle-up or Bottom-up Theories), Mass Dissemination (Trickle-across Theory); James Laver and Laws on the Timeline of Style

#### **Module-III: Study of International Fashion Centers.**

France, Italy, England, Germany, Canada, United States.

#### **Module-IV: Applied Learning Assignments.**

Visit fashion malls and analyze current fashion styles and find social, economical, technological influence on it. Also refer the fashion magazines and newspapers for trend review. Make a report with views and reasons.

### **Examination Scheme:**

<b>Components</b>	<b>A</b>	<b>L</b>	<b>CT</b>	<b>EE</b>
<b>Weightage (%)</b>	<b>05</b>	<b>10</b>	<b>15</b>	<b>70</b>

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

### **Text & References:**

#### **Text:**

- By Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.

#### **References:**

- By Phyllis Tortora, The Fairchild's Dictionary of Fashion
- By S. A Hussain, Variety- Fashion for Freedom
- By Sandra J.Keiser & Myrna B.Garner, Beyond Design, Fairchild publication.
- By G. J Sumathi, Elements of Fashion & Apparel Design.
- By Solomon, Consumer Behavior: In Fashion, Pearson Education India.

#### **List of Magazines**

Apparel online, Fiber 2 Fashion, Cosmopolitan. Marie Claire, Elle, Vogue, Harper's Bazaar, In Style, Glamour, Lucky, Allure, W Magazine.

# Syllabus - Semester Third

## COMPUTER-AIDED MANUFACTURING (CAM)

Course Code: FDT2351

Credit Units: 03

### Course Objective:

This module makes the student know-how the Computer Applications in the Fashion & Apparel Industry.

### Course content:

Module I	:	Adobe Photoshop - Functions of Tools & Working on layers
Module II	:	Photo-editing & its usage
Module III	:	Demo on 'TUKA cad' Module
Module IV	:	Mode conversation through editing
Module V	:	Demo on 'Opti Tex'
Module VI	:	Rendering & filter effects along tutorials

### Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

### Text & References:

#### Text:

- By Corel DRAW 11 for Windows: Visual Quick start Guide
- By Sue Chastain, your guide to Graphics software
- By David Huss, Gary W. Priester ,Corel DRAW Studio Techniques, McGraw-Hill Osborne Media, 1998
- By CorelDraw 10 for Windows: Visual Quick Start Guide.
- By Linnea Dayton, Cristen Gillespie, The Photoshop Cs/Cs2 Wow!

#### References:

- Illustrated Encyclopedia of Costume and Fashion,
- By Jill B. Treadwell, Edited: Donald Treadwell, Public Relations Writing: Principles in Practice, SAGE, 2004

# Syllabus - Semester Fourth

## FASHION MANAGEMENT

**Course Code: FDT2451**

**Credit Units: 03**

### **Course Objective:**

The objective of this course is to impart knowledge about fashion global market, fashion brand management, different pricing strategies, and necessary for successful employment in apparel businesses.

### **Course Contents:**

#### **Module-I: Fashion for global market**

Social, Cultural, Economic, Demographic factors relating to branded and licensed products, Analyzing potential or global market, identify target consumers and competition, market research and testing, customization

#### **Module-II: Fashion Marketing Concepts**

The concept of marketing, Utility, Marketing functions and related activities, The concepts of market segmentation and niche marketing, The marketing mix, The channels of distribution used in the fashion industry, Marketing and merchandising

#### **Module-III: Economics in the Fashion Industry**

The concept of economic goods/services, The concept of economic resources, The concept of supply and demand, Cost and retail, Gross profit and net profit.

#### **Module-IV: Fashion Promotional Mix**

Types of media used in fashion retail advertising, The importance of special promotional events

#### **Module-V: Consumer Demand for Fashion Marketing**

Consumer Groups - Demographic Trends & Psychographic Trends, Consumer spending – Personal Income, Disposable Income, Discretionary Income, Purchasing Power, Factors influencing consumer behaviour.

#### **Module-VI: Pricing strategies & Decisions**

Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing

#### **Module-VII: Fashion Brand Management**

Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing

campaigns for brand introduction

### **Examination Scheme:**

<b>Components</b>	<b>A</b>	<b>H</b>	<b>CT</b>	<b>EE</b>
<b>Weightage (%)</b>	<b>05</b>	<b>10</b>	<b>15</b>	<b>70</b>

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

### **Text & References:**

#### **Text:**

- By V. D Dudeja, Professional Management of Fashion Industry

#### **References:**

- By Mike Easey , Fashion marketing
- By Philips Kotler, Marketing management
- By Maria Constantino, Fashion Marketing and PR
- By Nicholas Alexander, international Retailing
- By V. D Dudeja, Professional Management of Fashion Industry
- By Lynda Gamans, Retailing Principles

# Syllabus - Semester Fifth

## FASHION FORECASTING

Course Code: FDT2551

Credit Units: 03

### Course Objective:

The students are made to start their work with the collection of data regarding fashion forecasting, trend analysis and presentations. They are then made to forecast the fashion trend and dictate fashion in their very own way.

### Course Contents:

#### Module-I: Concept of fashion forecasting (Theory)

Awareness of fashion fairs and fashion centers, Knowledge of creative writing, Reading of fashion forecast magazine, Sources of information, Role of Exhibitions and Fashion shows

#### Module-II: Fashion Forecasting Process (Theory)

Market Research- Consumer research, Shopping, Sales records; Evaluating the collections- Similar Ideas indicate fashion trends, Trends for target market; Fashion services – Collection reports, Trend books, consulting, Color services, Television/Video services , News letter services, Web sites, Directories and reference books, Fashion Magazines and news papers, Catalogs. Design Sources- Historic inspirations, Folk influences, Vintage clothing shops, Museums, Libraries and bookstores, Arts, Fabrics/Textiles, Travel, Form follows function, The street scene, The turn of the century, innovations and technologies.

#### Module-III: Applied Learning Assignments. (Practical)

- Market Research** - On site visits to fashion retailers and cloth markets and study the market trends and collect various cloth samples, catalogs etc.
- Forecasting Exploration** - Students will explore a variety of sources like Magazines, News papers, Internet sites and in-site, their market research reports etc. to become familiar with apparel, textile, color, style, and general culture and consumer forecasting resources. Each student will identify and report trends found to class.
- Preparation of story boards** - Students will prepare story boards for specific target.
- Presentation of designs** - Students will prepare fashion forecast for different seasons.
- Final Presentation** - Each student have to submit their Research file in a standard format guided by the faculty for the final evaluation.

### Course Evaluation:

Components	A	C	A & F	P	Viva	Total
Weightage (%)	10	20	20	25	25	100

(A - Attendance, C - Concept Development, A & F - Analysis & Findings, P – Presentation)

### References:

- By Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- By Tracy Diane and Tom Cassidy, Colour Forecasting
- By Kathryn Mc Kelvey, Fashion Design Process, Innovation and Practice

### List of Magazines

Apparel online, Fiber 2 Fashion, Cosmopolitan. Marie Claire, Elle, Vogue, Harper's Bazaar, In Style, Glamour, Lucky, Allure, W Magazine.

# Syllabus - Semester Sixth

## FASHION RETAILING AND VISUAL MERCHANDISING

Course Code: FDT2651

Credit Units: 03

### Course Objectives:

The aim of the course is to provide an integrated curriculum frame work within which students are able to acquire a range of knowledge and transferable skills relevant to employment in retail industry.

### Course Contents:

#### Module-I: Introduction to Fashion Retailing & Strategies

**Fashion Retailing**-Definition, Concept, Importance, Functions – Indian Retail vs. Global Scenario, **Retail Location**- Factors affecting location decision, Site Selection. **Retail Directions** -Value directed retailing; Service oriented retailing, Unique Merchandising, Shopping as entertainment, Street retailing, Global expansion of retailing; **Types of Retail operations** – (1) Specialty stores- Single brand or Private label retailers, Secondary spin-offs, (2) Department stores, (3) Mass Merchants – Discounters, Off-Price retailers, Outlet stores, Warehouse clubs, (4) Promotional stores, (5) Non store retailing - Mail order merchants, Party plan retailing, Electronic retailing, Television shopping, Online shopping.

#### Module-II: Fashion Retail Functions & Organizations

**Retailing Functions** – Merchandising, Store operations, Marketing, Sales Promotion, Finance, Real estate or Store planning, Human resources **Organizations** – (1) Shopping Centers – Traditional Malls, Diversified Malls, Value centers, Outlet Malls, Transportation centers, Recreational Malls, Town center malls; (2) The small stores, (3) The large stores, (4) Store with in a store – In store designer boutiques, Leased departments; (5) Multiple -unit stores – Chain stores, Department store groups, corporate ownerships. **Retail Buying** – Buyer's role, Duties & responsibilities of a retail buyer

#### Module-III: Introduction to Visual Merchandising

**Visual Merchandising** - Definition, Concept, Importance; **Store Planning** – Store Image, Target customers, Seasonal Visual merchandising, **Store Design** – (1) Windows – Special event windows, Fashion message windows, Direct-sell windows; (2) Interiors - Apparel fixtures, Folding and stacking, Accessories display **Managing Visual Merchandising Elements** - Mannequins, Standards Manuals, Presentation packages, Tele communications, Designer / Brand in-store shops

#### Module-IV: General Principles of IPR

**Introduction to Intellectual Property** 1.1 Concept of Intellectual Property 1.2 Kinds of Intellectual Property 1.3 Economic importance of Intellectual Property 2. **Philosophical Justification of Intellectual Property Western Theories on Private and IP** 2.1 Locke's Labour Theory of Property 2.2 Hegel's Personality Theory of Property 2.3 Marxian Theory on Private Property and IP. 3. **Indian Theory on Private Property** 3.1 Constitutional Aspects of Property 3.2 Constitutional Protection of Property and IP 4. **International Scenario** Introduction to the leading international instruments concerning intellectual property rights: the Berne Convention, Universal Copyright Convention, the Paris Convention, TRIPS, the World Intellectual Property Rights Organization (WIPO) and the UNESCO 5. **Economic Development and IPR Protection**

**6.Enforcement of Industrial Property in General** 6.1 Civil Court Procedures 6.2 Criminal Actions:  
**7.Counterfeiting Intellectual Property Rights and Human Rights** 7.1 Right to Health as Basic Human Rights and IPR 7.2 Right to Food as Basic Human Rights and IPR  
**Need for Protection of Industrial Designs** 8.1 Introduction 8.2 Justification for Protecting Design 9. **Subject Matter of Protection and Requirements** 9.1 Copyright on Registered Design 9.2 Industrial and International Exhibition 10. **The Designs Act, 2000** 10.1 Procedure for obtaining Design Protection 10.2 Revocation, Infringement and Remedies

**Module-V: Capstone Project (Compulsory)**

Model of Online retailing in Indian Fashion Retail Industry- Establishment and Procedural Working

**Examination Scheme:**

<b>Components</b>	<b>A</b>	<b>CS</b>	<b>CT</b>	<b>EE</b>
<b>Weight age (%)</b>	<b>05</b>	<b>10</b>	<b>15</b>	<b>70</b>

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

**Reference:**

- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Dickerson Kitty G., Inside The Fashion Business, Pearson Education India, 2004
- Swati Bhalla & Anuraag S., Visual Merchandising, Tata McGraw-Hill Education, 2010
- Diamond, Fashion Retailing: A Multi-Channel Approach , Pearson Education India, 2007
- Rosemar Varley, Retail Product Management: Buying And Merchandising, Routledge, 2006
- Jay Diamond, Ellen Diamond, Contemporary Visual Merchandising, Prentice Hall PTR, 2010