

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB

SYLLABUS For M. Sc. IN FASHION MANAGEMENT  
Effective For 2018-2019 Admission Session

**COURSE STRUCTURE**

**1<sup>ST</sup> YEAR**

SL No	CODE	Paper	Marks	Total Contact Hours	Credits
<b>SEMESTER I</b>					
<b>THEORY</b>					
1	MFM - 101	Basics of Fashion	100		04
2	MFM - 102	Process of Garment Manufacturing	100		04
3	MFM - 103	Fashion Marketing & Merchandising -1	100		04
<b>PRACTICAL</b>					
1	MFM - 191	Fashion Design Process	100		04
2	MFM - 192	Computer Application -1	100		04
3	MFM - 193	Fashion Styling & Photography	100		04
<b>Total</b>			<b>600</b>		<b>24</b>
<b>SEMESTER II</b>					
<b>THEORY</b>					
1	MFM - 201	Finance & Economics	100		04
2	MFM - 202	Logistics & Resource management	100		04
3	MFM - 203	Fashion Marketing & Merchandising -2	100		04
4	MFM - 204	Fashion Communication	100		04
<b>PRACTICAL</b>					
1	MFM - 291	Computer Application -2	100		04
2	MFM - 292	Lifestyle Journalism	100		04
<b>Total</b>			<b>600</b>		<b>24</b>

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**2<sup>ND</sup> YEAR**

<b>SL No</b>	<b>CODE</b>	<b>Paper</b>	<b>Marks</b>	<b>Total Contact Hours</b>	<b>Credits</b>
<b>SEMESTER III</b>					
<b>THEORY</b>					
<b>1</b>	<b>MFM - 301</b>	<b>E-commerce (BFD(E) 501A</b>	<b>100</b>		<b>04</b>
<b>2</b>	<b>MFM - 302</b>	<b>Consumer Behaviour (MM - 406)</b>	<b>100</b>		<b>04</b>
<b>3</b>	<b>MFM - 303</b>	<b>Research Methodology (Pre P hD)</b>	<b>100</b>		<b>04</b>
<b>4</b>	<b>MFM - 304</b>	<b>Fundamentals of Entrepreneurship (BFD – 502)</b>	<b>100</b>		<b>04</b>
<b>PRACTICAL</b>					
<b>1</b>	<b>MFM - 391</b>	<b>Communication skill, Grooming &amp; Etiquettes</b>	<b>100</b>		<b>04</b>
<b>2</b>	<b>MFM - 392</b>	<b>Visual Merchandising &amp; Window Display</b>	<b>100</b>		<b>04</b>
<b>Total</b>			<b>600</b>		<b>24</b>
<b>SEMESTER IV</b>					
<b>SESSIONAL</b>					
<b>1</b>	<b>MFM - 481</b>	<b>Industry Internship</b>	<b>200</b>		<b>12</b>
<b>2</b>	<b>MFM - 482</b>	<b>Fashion Event Management</b>	<b>200</b>		<b>06</b>
<b>3</b>	<b>MFM - 483</b>	<b>Masters Project</b>	<b>200</b>		<b>06</b>
<b>Total</b>			<b>600</b>		<b>24</b>

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DETAILED SYLLABUS  
SEMESTER-I

**Paper: Basics of Fashion (Theory)**

**Code: MFM – 101**

**Credits: 04**

**Objective:**

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.

**Content:**

- 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

**Suggested Readings:**

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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**Paper: Process of Garment Manufacturing (Theory)**

**Code: MFM – 102**

**Credits: 04**

**Objective:**

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.

**Content:**

- 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

**Suggested Readings:**

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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**Paper: Fashion Marketing & Merchandising -1 (Theory)**

**Code: MFM – 103**

**Credits: 04**

**Objective:**

To make the students aware of the fashion business and its importance

**Content:**

- 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

**Suggested Readings:**

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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**Paper: Fashion Design Process (Practical)**

**Code: MFM – 191**

**Credits: 04**

**Objective:**

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.

**Content:**

- 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

**Suggested Readings:**

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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**Paper: Computer Application -1 (Practical)**

**Code: MFM – 192**

**Credits: 04**

**Objective:**

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

**Content:**

- 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 on Windows Office**
- **Assignment 2 on Corel Draw**

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**Paper: Fashion Styling & Photography (Practical)**

**Code: MFM – 193**

**Credits: 04**

**Objective:**

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.

**Content:**

- 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
- 
- Assignment 1
  - Assignment 2

**Suggested Reading:**

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



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7. The End of Fashion: The Mass Marketing of the Clothing Business Forever
8. Be Stylish by Pernia Qureshi
9. [Fashion Stylist's Handbook: A Guide to becoming a stylist](#)
10. Where Stylists Shop: The Ultimate Guide
11. Style Wise: A Practical Guide to Becoming a Fashion Stylist

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SEMESTER-II

**Paper: Finance & Economics (Theory)**

**Code: MFM – 201**

**Credits: 04**

**Objective:**

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.

**Content:**

Finance

- 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,

Economics

- 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

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**Suggested Reading:**

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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**Paper: Logistics & Resource Management (Theory)**

**Code: MFM – 202**

**Credits: 04**

**Objective:**

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.

**Content:**

- 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

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**Suggested Reading:**

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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**Paper: Fashion Marketing & Merchandising 2 (Theory)**

**Code: MFM – 203**

**Credits: 04**

**Objective:**

To make the students aware of the fashion business and its importance

**Content:**

- Organizational structure & functions of various departments of a manufacturer Export house
- Buying house-store owned buying house & independent buying house.
- Forecasting and significance in product planning, sampling, specification sheet, order sheet, line development, lead time , line presentation, minimum length and width
- Costing - techniques of costing-forward costing & backward costing, cost control, cost sheet.
- Export, trade procedures & documentation. Mode of shipments, Transport documents, Mode of payment- letter of credit & Bill of exchange,
- Product and price: product planning and development, product life cycle concept; packaging- role and function, brand name and trade mark, after sales service, importance of price in marketing mix, factors affecting price, discount and rebates
- Distribution channels and physical distribution: concept, role, types, physical distribution of goods, transportation, warehousing, inventory control, order processing
- Promotion : methods, optimum promotion mix, advertising and communication mix, advertising process-an overview, advertising media-different types, merits and limitations, impact of advertising- measuring advertising effectiveness, sales promotion- types and various schemes, personal selling- classification of successful sales person, functions of sales man.

**Suggested Reading**

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 and Marketing. Marian H Jernigan. Easterling and Cynthia R
9. Marketing Today's Fashion. Carol Mueller, Similey, Elenor Lewitt.

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**Paper: Fashion Communication -1 (Theory)**

**Code: MFM – 204**

**Credits: 04**

**Objective:**

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

**Content:**

- 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

**Suggested Reading:**

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 Kristen .K. Swanson
4. The Handbook of International Marketing Communications Monye
5. Sustainable Fashion: Why Now?: A conversation exploring issues, practices, and possibilities Janet Hethorn
6. The Visible Self: Global Perspectives on Dress, Culture, and Society Joanne B. Eicher
7. The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. Jean Noel Kapferer

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**Paper: Computer Application 2 (Practical)**

**Code: MFM – 291**

**Credits: 04**

**Objective:**

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

**Content:**

- **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)
- **Computerizes Pattern Making & Grading Software:** Creating Pattern on computer screen, adding details to patterns, Saving, Extracting & Editing patterns from stock library of Patterns, Grading patterns on different size scale., Making Marker plan for cutting fabrics
- **Assignment 1**
- **Assignment 2**
- **Assignment 3**



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**Paper: Lifestyle Journalism (Practical)**

**Code: MFM – 292**

**Credits: 04**

**Objective:**

To make the students of the advantages and disadvantages of various media used and how to apply this awareness to their fashion coverage

**Content:**

- 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

**Suggested Reading:**

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

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**SEMESTER-III**

**Paper: E-Commerce (Theory)**

**Code: MFM – 301**

**Credits: 04**

**Objective:**

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

**Content:**

- Multimedia system design and development, Web site design strategies
- Computer Systems in Electronic Business
- Business Process Re-Engineering
- E- commerce Policy and Theory
- International trading network & communication protocols
- Electronic payment standards & Legal considerations
- E-Commerce strategy, Marketing and Business Processes
- E-commerce Security Requirements & quality assurance
- E-supply chains, E-procurements
- E-commerce Implementation Costs
- Business Development and Digital Strategy
- E-commerce Experience & Customer Service Expectations

**Suggested Reading:**

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

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**Paper: Consumer Behavior (Theory)**

**Code: MFM – 302**

**Credits: 04**

**Objective:**

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

**Content:**

- Impact of Behavioral Science: needs, wants etc. , analyzing internal & external factors.
- Perception: sensory systems, exposure, attention, interpretation.
- Learning & Memory : process, theories (behavioral, cognitive learning)
- Motivation & Values: process, involvement of consumers, different theories of motivation from marketing point of view.
- Self: perspective of self, consumption and self-concept, gender roles etc.
- Personality & Lifestyle: psychographics, trends.
- Attitudes: power of attitude, forming attitude, different models, attitudes to product behavior.
- Individual Decision Making: problem, recognition, information search, evaluation of alternatives.
- Purchasing Situation / environment: post purchase evaluation / satisfaction, product disposal.
- Group Influence & Opinion Leadership: reference group, word of mouth, opinion leadership.
- Family Decision Making: women & children as decision makers.
- Income & Social Class: ethnic & regional sub – culture etc. understanding culture & cultural influence.
- Models of Consumer Behavior: conflict Model, Nicosia Model, machine Model, Haward - Sheth Open System, EKB Model.
- Behavioral Aspects of Organization.

**Suggested Reading:**

1. Kazmi & Batra : Consumer Behaviour, Excel Books.
2. Loudon & Della Bitta : Consumer Behaviour , TMH
3. Blackwell, Consumer Behaviour, Vikas
4. Shiffman & Kanuk : Consumer Behaviour, Pearson Education

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5. Kumar, Conceptual issues in Consumer Behaviour, Pearson Education
6. ASSAEL : Consumer Behaviour & Marketing Action, Thomson Learning.
7. M.S Raju, Xardel, Consumer Behaviour, Concepts, applications & Cases, Vikas

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**Paper: Research Methodology (Theory)**

**Code: MFM – 303**

**Credits: 04**

**Objective:**

To make the students know how research is being done, and to put that knowledge into practice

**Content:**

- Introduction to research; Definitions and characteristics of research; Types of research; Main components of any research work.
- Topic Selection: Learning Objectives; Problem identification; Criteria for prioritizing problems for research.
- Analysis and Statement of the problem: Learning Objectives; Analyzing the problem; Formulating the problem statement.
- Literature review: Uses of literature review; Source of information; Organization of information on index cards.
- Objectives: Learning Objectives; Definitions; Formulation of the research objectives.
- Research methodologies: Study population; Variables; Sampling; Sample size determination; Plan for data collection; Methods of data collection; Plan for data processing and analysis; Ethical considerations.
- Work Plan; Major components and outline of the different phases in a research process; Summary of the major components of a research proposal; Fieldwork; Writing a research report.
- Quantitative Methods: Statistics: Probability & Sampling distribution; Estimation, Hypothesis testing & application; Correlation & regression analysis.

**Suggested Reading:**

1. Montgomery, Douglas C. (2007) 5/e, Design and Analysis of Experiments (Wiley India)
2. Montgomery, Douglas C. & Runger, George C. (2007) 3/e, Applied Statistics & probability for Engineers (Wiley India)

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**Paper: Fundamentals of Entrepreneurship (Theory)**

**Code: MFM – 304**

**Credits: 04**

**Objective:**

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

**Content:**

1. Entrepreneurship: Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth.
2. Entrepreneurial Behaviours : Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behaviour, Innovation and Entrepreneur.
3. Entrepreneurial Traits : Definitions, Characteristics of Entrepreneurial Types, Functions of Entrepreneur.
4. Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's.
5. Project Feasibility Analysis: Business Ideas – Sources, processing; Input requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation.
6. Intellectual Property Rights

**Suggested Readings:**

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

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**Paper: Communication skill, Grooming & Etiquettes (Practical)**

**Code: MFM – 391**

**Credits: 04**

**Objective:**

To make the students Understand the importance of professional behavior at the work place, follow and implement corporate etiquette in workplace.

**Content:**

- Importance of structure in business writing
- Write powerful and effective business correspondence
- Use of effective language with correct punctuation and grammar
- Global business English communication
- Importance of appropriate phrase and tone in business correspondence
- Meeting people in business environments
- Handshakes
- Introductions
- Personal hygiene and grooming
- Critical first impressions
- Business attire
- Workplace etiquette
- Etiquette with colleagues, guests and visitor
- Etiquette at business meetings
- Meeting the expectations of senior management
- Business communication etiquette
- Telephone etiquette, answering machine, voice mail etc.
- E-mail etiquette
- Dining etiquette
  
- Mock test 1
- Mock test 2

**Suggested Reading:**

1. Every Day Charisma. Patrick King
2. Blink: The Power of Thinking Without Thinking Malcolm Gladwill

SYLLABUS For M. Sc. IN FASHION MANAGEMENT  
Effective For 2018-2019 Admission Session

**Paper: Visual Merchandising & Window Display (Practical)**

**Code: MFM – 392**

**Credits: 04**

**Objective:**

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

**Content:**

- Role & importance of Visual Merchandising
- Outlining & planning a display strategy
- Analysis of target audience. Segmentation of market, Analysis of buying motives & brand preferences.
- Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes,
- Selection of music. Advantages & disadvantages of using music, understanding lighting patterns. Role of lighting in visual merchandising, Colours and types of lightings
- Latest equipments & systems. Use & Selection of various mediums. Audio visual presentation. Usage of scientific technology in Visual Display
  
- Assignment 1
- Assignment 2

**Suggested Reading:**

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



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**SYLLABUS For M. Sc. IN FASHION MANAGEMENT  
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**SEMESTER-IV**

**Paper: Industry Internship (Project)**

**Code: MFM –481**

**Credits: 12**

**Objective:**

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

**Content:**

- Students will be at 90 days internship
- They will be graded on their performance by their reporting manager at their workplace
- They will submit a detailed report at the end of internship

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**Paper: Fashion event Management (Project)**

**Code: MFM –482**

**Credits: 6**

**Objective:**

To provide students with hands-on experience of managing a fashion event

**Content:**

- Students will be working on an event of their choice
- They will be working on teams, with specific individual duties and targets
- Their performance will be judged by their reporting manager, or guide

**Suggested Reading:**

1. Event Planning Tips: The Straight Scoop on How to Run a Successful Event
2. The Business of Events Management by John Beech, Sebastian Kaiser and Robert Kaspar
3. Sustainable Event Management: A Practical Guide by Meegan Jones
4. Into the Heart of Meetings: Basic Principles of Meeting Design by Mike van der Vijver and Eric de Groot
5. Planning and Management of Meetings, Expositions, Events and Conventions by George G. Fenich, Ph.D.
6. The Business of Events Management by John Beech, Sebastian Kaiser and Robert Kaspar

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**SYLLABUS For M. Sc. IN FASHION MANAGEMENT  
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**Paper: Masters Project (Project)**

**Code: MFM –483**

**Credits: 6**

**Objective:**

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

**Content:**

- Students will be working on a selected topic related to their work area
- They will be getting regular guidance from individual project guide
- At the end they will submit the report and give a presentation
- Their performance will be judged by a panel of jury members