

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai - 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/ 448

Date : 24th March, 2025

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai - 400 098.

Sub : Master of Fashion Management (Two year) (Sem I & II).

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023 vide** Item No. 9.2 have been accepted by the **Academic Council** at its meeting held on **1st November, 2023 vide** Item no. 9.4 (A) 6 (N) and subsequently approved by the **Management Council** at its meeting held on **5th February, 2024 vide** Item No. 3 that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Master of Fashion Management) (Sem I & II)** (Appendix - 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no. for Eligibility	Duration
A	P.G Diploma in Fashion Management	O.GPA - 11 A	O.GPA - 12 A	Two year
B	Master of Fashion Management	O.GPA - 11 B	O.GPA - 12 B	
C	Master of Fashion Management	O.GPA - 11 C	O.GPA - 12 C	One year

2/-

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: 2 :

Regulation Nos	
Duration	R. GPA – 26
Intake Capacity	R. GPA – 27
Scheme of examination	R. GPA – 28
Standard of Passing	R. GPA – 29
Credit Structure	R. GPA – 30 A
	R. GPA – 30 B

(Dr. Prasad Karande)
REGISTRAR

A.C/9.4(A)6(N)/01/11/2023
M.C/3/5/2/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
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14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
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16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

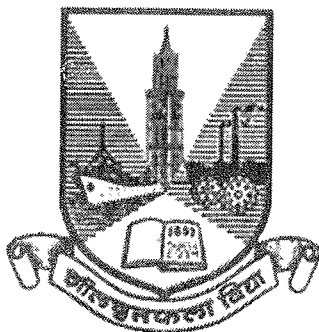
To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	<p>Faculty of Humanities,</p> <p>Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Associate Dean</p> <p>2. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p> <p>3.Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>Faculty of Commerce & Management,</p> <p>Dean</p> <p>1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu</p> <p>3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com</p>

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Title of the program

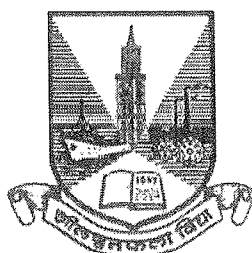
- A- P.G. Diploma in Fashion Management
- B- Master of Fashion Management (Two Years) } 2023-24
- C- Master of Fashion Management (One Year) – 2027-28

Garware Institute of Career Education and Development

Syllabus for Semester- Semester I and II

Ref: GR dated 16th May,2023 for Credit Structure of PG

UNIVERSITY OF MUMBAI



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: <u>GPA -11 A</u>	A	P.G. Diploma in Fashion Management
	O: <u>GPA -11 B</u>	B	Master of Fashion Management (Two Years)
	O: <u>GPA -11 C</u>	C	Master of Fashion Management (One Year)
2	Eligibility O: <u>GPA -12 A</u>	A	Graduate in any faculty OR Passed Equivalent Academic Level 5.5
	O: <u>GPA -12 B</u>	B	1. The candidate who has successfully completed P.G. Diploma in Fashion Management OR P.G. Diploma in Apparel Merchandising. 2. The candidate whose Post Graduate Diploma credits are 60% equivalent to Master of Fashion Management & he/ she earns minimum 8 Credits from P.G. Diploma in Fashion Management. 3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 2 nd Year subject to He/she securing minimum 50% in the 1 st Year assessment of PGDFM & proof of employment of Minimum 2 Years. OR Passed Equivalent Academic Level 6.0
	O: <u>GPA -12 C</u>	C	Any Graduate with 4 year U.G. Degree (Honours / Honours with Research) or Equivalent Academic Level 6.0
3	Duration of Program R: <u>GPA - 26</u>	A	1 Year
		B	2 Years
		C	1 Year

4	R: <u>GPA -27</u> Intake Capacity	30	
5	R: <u>GPA -28</u> Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: <u>GPA -29</u>	50% in each component	
7	Credit Structure R: <u>GPA -30 A</u> R: <u>GPA -30 B</u>	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	A	2023-24
		B	
		C	2027-28



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Preamble

Introduction:

Masters in Fashion Management course focuses on studying various aspects of the fashion & textile industry with an entrepreneurial and global focus. Students who are aspiring to pursue a career in Fashion & Textile industry can enhance their creative and managerial skills through this course.

This course offers exciting career opportunities in Fashion and Textile industry at managerial level. The fashion industry works in its own peculiar way. Hence, a management post graduate with a thorough knowledge of Fashion Industry is highly demanded by top fashion brands for managing the business and developing strategies.

Students of this program will learn different manufacturing processes, retail operations, fashion marketing & branding, sustainability, etc. subjects along with field work and research projects to get hands-on experience in the industry.

Aims and Objectives: This course will enable the students to cope with the demanding career in management where they need to combine their creative thinking with managerial skills to sustain in the industry.

Learning outcomes: As a professional Fashion Merchandiser/Manager one can have a vast & varied career prospect as:

- Fashion & Luxury Merchandising
- Brand Management
- Public Relations
- Fashion & Luxury Buying
- Marketing / Advertising
- Ecommerce / Social Media
- Fashion Journalist
- Production Management
- Sustainability Manager

Master in Fashion Management

R: GPA -30 A

Year	Level	Semester	Major		RM	OJT/ FP	RP	Cum. Cr.	Degree	
			Mandatory	Electives						
I	6.0	SEM I	FASHION STUDIES (TH) (4)	FUNDAMENTAL S OF TEXTILES (TH) (4) OR TREND STUDIES (TH) (4)	RESEA RCH METH ODOL OGY (PR) (4)			22	PG DIPLO MA (AFTER 3-YR UG OR PG DEGRE E)	
			PRODUCTION MERCHANDISING & GARMENT MANUFACTURING (TH) (4)							
			MARKETING MANAGEMENT (TH) (4)							
			INDUSTRIAL VISIT (PR) (2)							
		Cr.	14	4	4	0	0	22		
		SEM II			BRAND DESIGN & MANAGEMENT (TH) (4) OR LUXURY BRAND MANAGEMENT (TH) (4)	-	CRAFT VISIT (PR) (4)	-		22
			RETAIL MERCHANDISING (TH)(4)							
			PATTERN MAKING & GARMENT CONSTRUCTION (PR) (4)							
			FASHION SUSTAINABILITY & CIRCULARITY (TH) (4)							
ORGANIZATIONAL BEHAVIOR (TH) (2)										
Cr.		14	4	0	4					
CUM. CR. FOR PG DIPLOMA		28	8	4	4		44			
EXIT OPTION: PG DIPLOMA (44 CREDITS) AFTER THREE YEAR UG DEGREE										

R: GPA -30 B

Year	Level	Semester	Major		RM	OJT/FP	RP	Cum. Cr.	Degree		
2	6.5	SEM III	MANDATORY		ELECTIVES		-	-	PROJECT RESEARCH WORK (PRJ) (4)	22	PG DEGREE AFTER 3-YR UG OR PG DEGREE AFTER 4-YR UG
			PURCHASE & SUPPLY CHAIN MANAGEMENT (TH) (4)		FINANCIAL MANAGEMENT (TH) (4) OR APPLICATIONS OF AI IN FASHION INDUSTRY (TH) (4)						
			PATTERN GRADING & MARKER MAKING (PR) (2)								
			VISUAL MERCHANDISING (TH) (4)								
			FABRICS & TRIMS SOURCING (PR) (2)								
			PROFESSIONAL SKILL DEVELOPMENT (PR) (2)								
		Cr.	14	4	0	0	4	22			
		SEM IV					-	INTERNSHIP (6 WEEKS) (PRJ) (6)	22		
			INTERNATIONAL TRADE & EXPORT MANAGEMENT (TH) (4)		E – COMMERCE FOR FASHION BUSINESS (TH) (4) OR FASHION COMMUNICATION (TH) (4)						
			APPAREL QUALITY MANAGEMENT (TH) (4)								
		ENTREPRENEURSHIP, INNOVATION AND Venture Creation (TH) (4)									
			12	4			6	44			
CUM. CR. FOR 2 YR PG DEGREE			26	8	-	-	10	44			
CUM. CR. FOR 1 YR PG DEGREE			28	8	4	4		44			
CUMULATIVE CREDITS			54	16	4	4	10	88			
Exit Option: PG Degree in Master of Fashion Management with cumulative credit (88 credits) after Three Year UG Degree											

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
S e m e s t e r - I		Topics	Internal Marks	External Marks	Total Marks (CA)	Theor y Hours	Practical hours	Total Hours	Total Credits
	SEM I								
	Major Mandatory								
	PGFMS1MJP1	Fashion Studies	50	50	100	60	-	60	4
	PGFMS1MJP2	Production Merchandising & Garment Manufacturing	50	50	100	60	-	60	4
	PGFMS1MJP3	Marketing Management	50	50	100	60	-	60	4
	PGFMS1MJP4	Digital Fashion Management	50	-	50	-	60	60	2
	Open Electives (Any 1)								
	PGFMS1P5A	Fundamentals of Textiles	50	50	100	60	-	60	4
	PGFMS1P5B	Trend Studies	50	50	100	60	-	60	4
	Research Methodology (RM)								
	PGFMS1P6	Research Methodology	100	-	100	-	120	120	4
		Total	350	200	550	240	180	420	22
	SEM II								
S e m e s t e r - I	Major Mandatory								
	PGFMS2P7	Retail Merchandising	50	50	100	60	-	60	4
	PGFMS2P8	Pattern making & Garment Construction	100	-	100	-	120	120	4
	PGFMS2P9	Fashion Sustainability & Circularity	50	50	100	60	-	60	4
	PGFMS2P10	Organizational	25	25	50	30	-	30	2

I		Behaviour							
	Open Electives (Any 1)								
	PGFMS2P1 1A	Brand Design & Management	50	50	100	60	---	60	4
	PGFMS2P1 1B	OR Luxury Brand Management	50	50	100	60	—	60	4
	On Job Training/Field Project (OJT/FP)								
	PGFMS2P12	Craft Visit	100	-	100	-	120	120	4
S e m e s t e r - H I		Total	375	175	550	210	240	450	22
	SEM III								
	Major Mandatory								
	MFMS3MJP 13	Purchase & Supply Chain Management	50	50	100	60	-	60	4
	MFMS3MJP 14	Pattern Grading & Marker Making	50	-	50	-	60	60	2
	MFMS3MJP 15	Visual Merchandising	50	50	100	60	-	60	4
	MFMS3MJP 16	Fabrics & Trims Sourcing	50	-	50	-	60	60	2
	MFMS3MJP 17	Professional Skill Development	50	-	50	-	60	60	2
	Open Electives (ANY 1)								
	MFMS3P18 A	Financial Management	50	50	100	60	-	60	4
	MFMS3P18 B	OR Application of AI in Fashion Industry	50	50	100	60	—	60	4
	Research Project (RP)								
	MFMS3P19	Project Research Work	100	-	100	-	120	120	4

S e m e s t e r - I V		Total	400	150	550	180	300	480	22
	SEM IV								
	Major Mandatory								
	MFMS4MJP 20	International Trade & Export Management	50	50	100	60	-	60	4
	MFMS4MJP 21	Apparel Quality Management	50	50	100	60	-	60	4
	MFMS4MJP 22	Entrepreneurshi p, Innovation & Venture Creation	50	50	100	60	-	60	4
	Open Electives (Any 1)								
	MFMS4P23 A	E-Commerce for Fashion Business OR	50	50	100	60	-	60	4
	MFMS4P23 B	Fashion Communicatio n	50	50	100	60	—	60	4
		Research Project (RP)							
	MFMS4P24	Internship	200	-	200	-	6 weeks		6
		Total	400	200	600	240	6 weeks	240	22

Sem.I

DETAILED SYLLABUS - SEM I

Course Title: 1.1 FASHION STUDIES (Major/TH)

Course Credit: 4

Course Duration: 60 hours

Course Description:

Like every industry, the Fashion Industry has its own way of functioning. It is important for aspiring designers to get familiar with the terminology, understand the seasons, trends & forecasts as well as socio-economic and cultural influence. This subject will help students to develop understanding of these basic fashion concepts.

Course Objectives:

- To differentiate and appreciate the nuances of fashion terminology.
- To acquaint the student with various influences on fashion and clothing choices.
- To familiarize the student with various designers & changes in fashion.
- To observe & analyse factors that influence fashion trends.

Course Outcome:

At the completion of the subject the student will be able to:

- Use appropriate terminology used in fashion world
- Acquire the knowledge of various aspects of fashion industry
- Deliver proper inputs with regards to styles & trend analysis
- Gain knowledge regarding the psychological, cultural, & demographical & fashion industry influences on clothing choices.

Course Outline:

Module	Topic	Description	Hours
Module 1	Fashion Terminology	<ul style="list-style-type: none">● A to Z Terminology related to fashion● Silhouettes	8
Module 2	Socio-psychological influences on clothing selection	<ul style="list-style-type: none">● Non-verbal communication● Individuality	10
Module 3	Fashion Industry	<ul style="list-style-type: none">● Beginning of couture● Industrial revolution● Mass production of clothing● Fashion Centers	6
Module 4	Fashion change & consumer acceptance	<ul style="list-style-type: none">● Fashion cycles● Cycle within cycle● Adoption of fashion● Theories of fashion	12
Module 5	Body Shapes	<ul style="list-style-type: none">● Introduction● Female Body shapes● Male Body shapes	4
Module 6	Fashion styling	<ul style="list-style-type: none">● Vintage● Retro● Grunge● Punk● Gothic● Bohemian● Ethnic● Formals (Indian & Western)	6
Module 7	Indian & International Designers	<ul style="list-style-type: none">● Indian designers – Their evolution as	8

		<p>famous designers, identification of their signature style, analysis of their body of work and their style of branding.</p> <ul style="list-style-type: none"> ● International designers - Their evolution as famous designers, identification of their signature style, analysis of their body of work and their style of branding. 	
Module 8	Designers & Artists Collaborations	<ul style="list-style-type: none"> ● Association of arts & fashion ● Art inspired garments ● Artists and Designers collaborative showcase/projects 	6

INDICATIVE LEARNING RESOURCES

1. Callan, G.H. 2008; *The Thames and Hudson Dictionary of Fashion and Fashion Designers*; London: Thames and Hudson Ltd.

2.Damhort,L.M.; K.A.M. Spillman and S.O. Michelman. 2008. *The Meaning of Dress*.

New York: Fairchild Books Inc. Second Edition.

3. Diamond, J. and Ellen Diamond. 1999. *The World of Fashion*. New York: Fairchild Publications (Second Edition).

4. Ireland, P.I .2000 – *Encyclopedia of Fashion Details*. London: B.T. Batsford Limited.

5. Marshall, S. 2000 - *Individuality in Clothing Selection and Personal Appearance*; Ohio: Pecnhie hall (5th edition).

6.Mckelvey, Kand Janine Munslow. 2003. *Fashion Design: Process, Innovation and Practice*. New Delhi: OM Books Service.

Note: Practical exercises, guest lectures, and seminars will be incorporated to enhance the learning experience and provide real-world exposure to students to introduce them to this dynamic industry.

**Course Title: 1.2 PRODUCTION MERCHANDISING & GARMENT MANUFACTURING
(Major/TH)**

Course Credit : 4

Course Duration: 60 hours

Course Description:

- Production Merchandising & Garment Manufacturing Technology subject will help student to understand the principles and practices of merchandising management. It includes production planning, manufacturing, buying raw material and selling final product. Communication with concerned people is also very important and hence communication techniques also form the part of the subject.
- The course aims to explain and demonstrate usage of simple and essential tools for professional garment construction and understand the difference between mass-manufacturing methods of construction and couture/one-off garments.

Course Objectives:

- To understand the role & responsibilities of a merchandiser.
- To understand production process sequence of a garment
- To make the students aware of the types of machinery available in the garment industry.
- To learn various communication techniques in merchandising
- To be able to prepare various documents used in merchandising process
- To expose the students to the latest practices and technological world of garment production.
- To develop an understanding for selecting the right machinery for the production of the required garment.
- To create awareness and appreciation of the fashion and clothing industry on a broad and global basis.

Course Outcome:

At the completion of the subject the student will be able to:

- Understand the role of production merchandiser.
- Vendor Management
- Cost Sheet and Spec sheet preparation
- Understand the processes of modern clothing manufacturing & the equipment used to carry them out.
- Understand the importance of quality in garment manufacturing technology.
- Explain and demonstrate usage of simple and essential tools for professional garment construction.
- Understand the difference between mass-manufacturing methods of construction and couture/one-off garments.
- Identify the simplest construction methods through practical demonstration, and identify what is poor and good quality in terms of garment manufacture.

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction To Merchandising	<ul style="list-style-type: none">• Definition of merchandising, Qualities of a merchandisers• Role of Merchandiser, functions of merchandisers,• Problems and challenges face by merchandisers• Responsibilities of merchandiser• Role of merchandisers in garment house, buying house, malls etc.	12
Module 2	Communication and merchandisers interface	<ul style="list-style-type: none">• Communication with buyers, suppliers• Inter-departments, interpersonal methods of communications• Use of computer technology• Buyers-sellers meet & negotiating skills	8
Module 3	Production planning, Sampling and Sourcing	<ul style="list-style-type: none">• Merchandising planning• Factory planning• Organizational structure• Factors and sources determining merchandising plan• Merchandising calendar• Specification sheet & Tech-pack• Developing Samples• Developing Design• Fabric Sourcing	14
Module 4	Sequence of the Garment Mass Production	<ul style="list-style-type: none">• Marker making• Spreading• Cutting• Ticketing• Sorting & Bundling• Sewing• Finishing• Quality checking	6
Module 5	Cutting Operations	<ul style="list-style-type: none">• The planning, drawing & reproduction of the marker• Spreading of the fabric to form a lay• The cutting of the fabric	6

Module 6	Stitching Operations	<ul style="list-style-type: none"> ● Seam types ● Stitch types ● Machine feed mechanism ● Sewing machine needles ● Sewing threads ● Sewing problems 	6
Module 7	Finishing & Pressing	<ul style="list-style-type: none"> ● Purpose of pressing ● Categories of pressing ● Means of pressing ● Pressing equipment & methods 	4
Module 8	Garment Costing	<ul style="list-style-type: none"> ● Costing of the Garment ● Preparation of Cost Sheet 	4

Indicative References

1. Bheda, R. 2003. Managing Productivity in the Apparel Industry; New Delhi: CBS Publishers and Distributors.
2. Carr, H. and B. Latham; 2004. The Technology of Clothing Manufacture; United Kingdom: Blackwell Science Limited.
3. Cooklin, G. 1990. Fusing Technology. United Kingdom: The Textiles Institute.
4. Cooklin, G. 1997. Garment Technology for Fashion Designers; United Kingdom: Blackwell Science Limited.
5. Cooklin, G. 2006. Introduction to Clothing Manufacture; United Kingdom: Blackwell Publishing Limited (Second Edition).
6. EIRI Bound of Consultant and Engineers; Handbook of Garments Manufacturing Technology. New Delhi: Engineers India Research Institute.
7. Giocello, D. A and B. Perke. 2004. Fashion Production Terms; New York: Fairchild Publication.
8. Glock, R. E and Grace I. Kunz. 1995. Apparel Manufacturing: Sewn Product Analysis; U.S.A.: Prentice Hall (Second Edition).
9. Moeen, N; Pocket Apparel Expert. Lahore: TIS (Textile Info Society).
10. Solinger, J; 1961. *Apparel Manufacturing Analysis*; New York: Textile Book Publishers, Inc.
11. Apparel Merchandising: The Line Starts Here; Jeremy A. Rosenau & David L. Wilson

Note: We will incorporate relevant visits to the garment manufacturing industry. Additionally, guest lectures from the professionals working can enrich the learning experience and provide insights.

Course Title: **1.3 MARKETING MANAGEMENT (Major/TH)**

Course Credits: **4**

Course Duration: **60 hours**

Course Description:

Marketing is the backbone of any business. The subject is creative as well as technical. For any professional, it is important to know various marketing concepts to succeed. This subject will help the students understand marketing techniques and adept them to formulate effective marketing strategies.

Course Objectives:

- To introduce students to the concept of fashion marketing and retailing and offer an insight into the methods of working, knowledge & skills involved in the fashion marketing program.
- To develop student's knowledge of basic marketing research skills and tools.
- To enable the students to identify basic marketing strategies of contemporary fashion companies.
- To help a student to understand how to develop a target market in fashion.

Course Outcome:

At the completion of the subject the student will be able to:

- Demonstrate an understanding of the basic principles of fashion marketing, with relevance to the fashion industry today.
- Demonstrate knowledge of basic marketing skills & tools and to apply these tools.
- Develop an ability to express & communicate in oral, & in written forms about fashion marketing.
- Interact effectively with others to research & compile information on fashion marketing.

Course Outline:

Sr. No	TOPIC		HOURS
1	Introduction	<ul style="list-style-type: none">• Meaning & Definition• Features of Marketing• Need, Functions,• Concepts of Marketing• Marketing v/s Selling.• Marketing Mix	10
2	Marketing Environment	<ul style="list-style-type: none">• Meaning of Marketing Environment• Components of Marketing Environment	6
3	Market Research & Marketing Planning	<ul style="list-style-type: none">• Role & Importance• Methods of Market Research• Introduction to Marketing Planning• Marketing Planning Process.	6
4	Market Segmentation & Targeting	<ul style="list-style-type: none">• Need and Importance• Criteria for Market Segmentation• Target Market• Target Marketing Strategies	8

5	Product Planning & Development Product Offering	<ul style="list-style-type: none"> ● Meaning & Definition ● Importance & Strategies for Product Positioning ● Product Life cycle, Product Mix & Product Line ● New Product Development ● Branding, Packaging & Labeling 	10
6	Price Decisions & Strategies	<ul style="list-style-type: none"> ● Factors influencing Pricing ● Pricing Strategies ● Pricing Methods ● Break – Even Pricing 	8
7	Marketing Strategies	<ul style="list-style-type: none"> ● Steps on Strategic Marketing Planning ● Ansoff Growth Matrix ● SWOT Analysis ● BGC Matrix ● Mckinsey Growth Pyramid. 	6
8	Marketing	<ul style="list-style-type: none"> ● Service Marketing ● Social Marketing ● E- Marketing ● Rural ● Global. 	6

Indicative References:

- Philip Kotler, Marketing Management; Prentice Hall, New Jersey
- H. Hepner; Modern Marketing.
- Beri; Marketing Research.D. Gilbert; Retail Marketing;Kogen Page
- Marketing Management Tejashree Patankar

* Course Title: **1.4 INDUSTRIAL VISIT (Major/PR)**

Course Credits: 2

Course Duration: **60 hours**

Course Description:

Industrial Visit is necessary for students to see the manufacturing process in factory. The fabric/garment manufacturing in bulk scale is undertaken in factories. During the visit, students can actually see the manufacturing processes, machineries and materials used and also interact with the merchandisers and factory managers. Industrial visits help students apply the theoretical knowledge in practice.

Course Objectives:

- To familiarize the student with various aspects of Fashion and Textile Industry and its functioning.
- To develop students' sense of cultural and aesthetic appreciation of fashion.
- To provide a student with an opportunity to experience and participate actively in creative fashion design process in which new ideas can be developed or old ones modified.
- To develop in students the basic creative and manipulative skills necessary for designing and manufacturing.

Course Outcome:

At the completion of the visit the student will be able to:

- Co-relate the theoretical knowledge with the practical works.
- Understand the process of fabric and garment manufacturing.

Note:

- The student will be exposed to the functioning of apparel industry through visit.
- This Visit is compulsory for the all enrolled students and it carries marks.
- A student is required to submit reports of the visits and they have to prepare presentation and present it in front of a jury panel.

Course Title: 1.5A FUNDAMENTALS OF TEXTILES (Major Elective/TH)

Course Credits: 4

Course Duration: 60 hours

Course Description:

This subject will introduce students to different types of fabrics, their properties, manufacturing process etc. Also, students will learn woven and knitted structures as well as fabric finishes to understand fabric textures and fall.

Course Objectives:

- To familiarize and educate the student with the various fibers/fabrics.
- To develop an understanding about the fiber characteristics & its relation to various physical properties
- To develop an understanding of the methods of production of various fibers.
- To acquaint the student with various types of weaves, finishing processes & care labelling.
- To educate them to identify various fabrics.

Course Outcome:

At the completion of the subject the student will be able to:

- Understand the different characteristics and properties of various fabrics.
- Identify various weaves.
- Develop an understanding of various finishes applied to the textiles
- Understand care labelling for textiles.

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to Textile Fibers	<ul style="list-style-type: none">● Classification of fibers● Properties of textile fibers	12
Module 2	Understanding the Natural & Man made fibers properties	<ul style="list-style-type: none">● Cotton● Linen & Jute● Silk● Wool● Nylon● Polyester	12
Module 3	Introduction to Yarn	<ul style="list-style-type: none">● Ring spinning● Introduction to other spinning methods● Measurement system of yarn numbers● Importance of Twist 'S' & 'Z' Twist● Types of yarns● Novelty Yarns	12
Module 4	Introduction to Woven Fabrics	<ul style="list-style-type: none">● Preparatory processes● Loom motions● Types of looms● Basic weaves<ul style="list-style-type: none">▪ Plain▪ Twill▪ Satin	8
Module 5	Introduction to Knitted Fabrics	<ul style="list-style-type: none">● Basic structure of knitted fabric● Warp knitting● Weft knitting● Knitted vs woven● Blends of knitted fabrics	8

Module 6	Introduction to Non-Woven fabrics	<ul style="list-style-type: none"> • General Introduction Usage and Applications 	4
Module 7	Finishes	<ul style="list-style-type: none"> • Different types of finishes 	4

Indicative References:

1. Corbman, B.P. 1983. Textiles Fiber to Fabric. Singapore: McGraw Hill Book Co. (Sixth Edition).
2. Joka Neshan, N. 2006. Fabric Structure and Design. Coimbatore (New Delhi): New Age International (P) Limited, Publishers.
3. Wynne A. Textiles. London: Macmillan Education Limited.
4. Prof. Ajgaonkar, D.B. 1998. Knitting Technology. Bombay: Universal Publishers Corporation.
5. Spencer, D.J. Knitting Technology. England: Woodhead Publishing Ltd. Second Edition.
6. Prof. Banerjee, N.N. Weaving Mechanism. Vol. I. Smt. T. Banerjee. Calcutta: Revised Eight Edition.
7. Grosicki Z. Watson's Textile Design and Colour. Elementary Weaves & Figured Fabrics. London: Newnes- Butterworths. Bombay: Universal Publishing Corporation. Seventh Edition.

Note: We will incorporate relevant examples, projects to lay the foundation of basic knowledge of textiles. Additionally, guest lectures conducted by industry experts along with industrial and market visits can enrich the learning experience and provide industry insights.

Course Title: 1.5B TREND STUDIES (Major Elective/TH)

Course Credit: 4

Course Duration: 60 hours

Course Description:

Fashion Industry works as per season and trends. All the sectors of the industry follow the trends. It is important for aspiring fashion managers and merchandisers to understand these trends to make effective decisions.

Course Objectives:

- To develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- To provide a supportive and inclusive learning environment which will enable success for all learners;

- To encourage the development of students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- To establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the institutions vision and strategic objectives;
- To provide a learning experience that is informed by research, reflective practice and engagement with fashion and design industry and the professions.

Course Outcome:

At the completion of the subject the student will be able to:

- Understand Fashion trend forecasting current and future.
- Understand how consumer behaviour and the market as a whole are changing. It enables the students to gain insights into prevailing consumption patterns and figure out which ones have a direct effect on garment production.
- Understand valuable insights into the financial health and direction of a business. By comparing the historical data of different periods, accountants can identify the growth rate, trend line, and trend ratio of various financial indicators.

Course Outline:

Sr. No.	Topics	Details	No. of hours
1	Introduction	<ul style="list-style-type: none"> ● Overview of trend forecasting tools Macro and micro trend evaluation The fashion pyramid ● Fashion cycle and process ● Colour Prediction, fabric fairs. ● Contemporary Culture and Street influence ● Celebrity culture and the new gatekeepers of fashion Range building with trends ● Trend prediction for a customer base 	10
2	Research	<ul style="list-style-type: none"> ● Analysis of last two years Trend Report ● Research about the outcome 	10
3	Mood boards	<ul style="list-style-type: none"> ● Select the mood and do research 	5
4	Color boards	<ul style="list-style-type: none"> ● Color selection as per the selected themes of forecasting 	5
5	Current trend study	<ul style="list-style-type: none"> ● Research about Spring Summer and Autumn Winter upcoming trend 	10
6	Project	<ul style="list-style-type: none"> ● A comprehensive theme based study of upcoming trends. ● Research Journal 	20

Indicative References

- P.A. Bhagwatwar; Industrial and Organizational Psychology.
- L.M. Prasad; Principles & Practice of Management.
- Koontz & O. Donnell; Principles of Management.
- Peter Drucker; vthe Practice of Management

Course Title: 1.6 RESEARCH METHODOLOGY (RM)

Course Credit: 4

Course Duration: 120 hours

Course Description:

The course "Research Methodology" provides students with the necessary knowledge and skills to conduct research in the field of fashion merchandising. It introduces various research methods, data collection techniques, and analysis approaches applicable to the study of fashion trends, consumer behavior, market analysis, and other relevant topics.

Through practical exercises and projects, students will develop a solid foundation in research design, data interpretation, and critical thinking, enabling them to contribute to the advancement of knowledge in the field of fashion merchandising.

Course Objectives:

- To familiarize students with the fundamental principles and concepts of research methodology in the context of fashion merchandising.
- To enable students to critically evaluate and select appropriate research methods for specific research questions in the field.
- To equip students with the skills necessary to design and execute research projects in fashion merchandising.
- To develop students' ability to analyze and interpret research data using appropriate statistical and qualitative techniques.
- To enhance students' critical thinking and problem-solving skills in the context of research in fashion merchandising.
- To cultivate ethical research practices and effective communication of research findings.

Course Outcome:

By the end of the course, students will be able to:

- Understand the fundamental principles and concepts of research methodology and their relevance to fashion merchandising.
- Evaluate and select appropriate research methods and techniques for specific research questions in the field.
- Design and execute research projects effectively, including formulating research objectives, developing research questions, and selecting suitable research designs.
- Collect, analyze, and interpret research data using appropriate quantitative and qualitative techniques.
- Apply critical thinking skills to evaluate research findings and draw meaningful conclusions.
- Communicate research findings effectively through written reports and oral presentations.
- Demonstrate ethical research practices and awareness of research integrity in the field of fashion merchandising.

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to Research Methodology	<ul style="list-style-type: none">• Overview of research methodology in the context of fashion merchandising• Research process: formulating research questions, objectives, and hypotheses• Types of research: qualitative, quantitative, and mixed methods• Ethical considerations in research	12
Module 2	Research Design and Sampling	<ul style="list-style-type: none">• Experimental, correlational, descriptive, and exploratory research designs• Population, sample, and sampling techniques in fashion merchandising research• Determining sample size and ensuring sample representativeness• Case study research design in fashion merchandising	20
Module 3	Data Collection Methods	<ul style="list-style-type: none">• Questionnaires and surveys in fashion merchandising research• Interviews: structured, semi-structured, and in-depth interviews• Observational research methods: participant observation and systematic observation• Secondary data collection: using existing data sources in	24

		fashion merchandising research	
Module 4	Data Analysis Techniques	<ul style="list-style-type: none"> • Quantitative data analysis: descriptive statistics, inferential statistics, and hypothesis testing • Qualitative data analysis: thematic analysis, content analysis, and narrative analysis • Using statistical software for data analysis in fashion merchandising research • Combining qualitative and quantitative data analysis approaches 	24
Module 5	Interpretation and Presentation of Research Findings	<ul style="list-style-type: none"> • Interpreting research findings: drawing conclusions and making recommendations • Presenting research findings through written reports and oral presentations • Visualizing and communicating data effectively in fashion merchandising research • Peer review process and publication of research findings 	20
Module 6	Critical Thinking and Research Ethics	<ul style="list-style-type: none"> • Developing critical thinking skills in fashion merchandising research • Evaluating research literature and identifying research gaps • Ethical considerations in fashion merchandising research: confidentiality, informed consent, and plagiarism 	20

		<ul style="list-style-type: none"> ● Research integrity and responsible conduct of research in the field 	
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INDICATIVE LEARNING RESOURCES:

1. "Research Methodology: Methods and Techniques" by C.R. Kothari
2. "Research Methodology: A Step-by-Step Guide for Beginners" by Ranjit Kumar
3. "Research Methodology: Methods and Applications" by Santosh Gupta
4. "Research Methodology: A Handbook for Beginners" by Nandini S. M. and Sangeetha Sharma
5. "Research Methodology: Concepts and Cases" by Deepak Chawla
6. "Qualitative Research: Analysis Methods and Techniques" by J.N. Pandey
7. "Research Methodology in Social Sciences" by Yogesh Atal
8. "Research Methodology: A Step-by-Step Guide" by Ranjit B. Raut
9. "Design Research in India: Methods and Practices" edited by Jhumkee Iyengar and Mandar Rane
10. "Research Methodology for Design and Creative Practitioners" edited by Salu George and R. Sindhuja

Sem.II

DETAILED SYLLABUS - SEM II

Course Title: **2.1 RETAIL MERCHANDISING (Major/TH)**

Course Credit: **4**

Course Duration: **60 hours**

Course Description:

Fashion Retailing subject will help students to understand & learn the art of retailing. Students can get additional avenues of employment in Fashion Retail Brands besides garment houses/export houses.

Course Objectives:

- To help students understand the basics of retailing
- To learn about different fashion retail brands
- To learn the principle of retail merchandising.
- To learn to Communicate with buyers/customers & other depts.
- To understand how to plan retail merchandise.

Course Outcome:

By the end of the course, students will be able to:

- Learn the principle of retail merchandising.
- Communicate with buyers/customers & other depts.
- Plan retail merchandise.
- Use knowledge for business development

Course Outline:

Sr. No.	Topics	Details	No. of hours
1	Fundamentals of Retailing:	<ul style="list-style-type: none">● What is retailing?● Retail Environment● Role of a Retailer● Retail Functions● Problems faced by a retailer● Traditional retail formats in India● Retail Formats● Organized vs. Unorganized Retail	12
2	Store Location & Layouts:	<ul style="list-style-type: none">● Importance of Store Location● Criteria involved in choosing store locations● Evaluating a trading location● Store Layouts Layout and Design● Factors determining layout● Different types of layout	14
3	Store Operation:	<ul style="list-style-type: none">● Buying● Storing	14

		<ul style="list-style-type: none"> • Selling • Warehousing • Retail Strategies • Retail Pricing • Retail Organization and Departmentation 	
4	Retail Merchandise Planning	<ul style="list-style-type: none"> • Process of Retail Merchandise Planning, • Category Management 	4
5	Customer Service & Buying behavior:	<ul style="list-style-type: none"> • Customer Service • Customer Behavior • Factors influencing customer's buying behavior • Customer Retention 	6
6	Retail Communication Mix:	<ul style="list-style-type: none"> • Retail Communication Mix • Retail Branding & Need 	6
7	Role of Technology	<ul style="list-style-type: none"> • Importance of IT in Retail • Factors affecting use of Technology • Applications of Technology. 	4

Indicative References:

- Swapna Pradhan; Retailing Management
- Gbson Vedamani; Retail Management

Course Title: 2.2 PATTERN MAKING & GARMENT CONSTRUCTION (Major/PR)

Course Credit: 4

Course Duration: 120 hours

Course Description:

· Foundation of stitching is a course designed to acquire good understanding of basic sewing machinery, its parts, & uses. Understand the various defects in a sewing machine & its rectification. Understand the importance of fabric grain, layout etc. Understand the importance & use of various finishing techniques, hems, seams etc. Understand pattern drafting & stitching of kids wear.

Course Objectives:

- ·To make student familiar with the sewing machine, its parts and other sewing aids.
- ·To introduce student to garment making.
- ·To familiarize the student with the use & control of the basic lock stitch machine.
- ·To introduce the student to different seams, hand stitches, darts, tucks, necklines, collars, etc. & their finishing.

Course Outcome:

At the completion of the subject the student will be able to:

- Acquire good understanding of basic sewing machinery, its parts, & uses.
- Understand the various defects in a sewing machine & its rectification.
- Understand the importance of fabric grain, layout etc.
- Understand the importance & use of various finishing techniques, hems, seams etc.
- Understand pattern drafting & stitching of kids wear.

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to sewing machine	<ul style="list-style-type: none">• Parts of sewing machine and its operation• Common stitching problems & solution	2

Module 2	Cutting Out Fabric	<ul style="list-style-type: none"> • Fabric grain • Method of cutting the fabric • Checking fabric design • One way design • Stripes • Checks • Straightening of fabric 	4
Module 3	Hand Stitches	<ul style="list-style-type: none"> • Running stitch/ Basting • Back stitch • Whip stitch • Slip stitch • Hemming • Lockstitch • Blanket stitch • Catch stitch 	8
Module 4	Machine Seams	<ul style="list-style-type: none"> • Plain seam • Pinked seam • Lapped seam • Overcast seam • Flat fell seam • Bias bound seam • French seam • Self-bound 	12
Module 5	Darts & Tucks	<p>Basic types of darts</p> <ul style="list-style-type: none"> • Waist • Bust • French • Fish • One-side tapered dart (single dart) • Two-side Tapered dart (double dart) <p>Types of Tucks</p> <ul style="list-style-type: none"> • Basic • Pin • Shell • Corded 	12

Module 6	Pleats & Gathers	Types of Pleats <ul style="list-style-type: none"> • Knife • Box • Inverted • Calculating fabric for pleats Types Gathers <ul style="list-style-type: none"> • Hand • Machine 	16
Module 7	Neckline Finishes	<ul style="list-style-type: none"> • Importance of notches & slits/ clippings • Facing • Bias facing • Shaped • Bias Binding • Canvas facing 	10
Module 8	Plackets	<ul style="list-style-type: none"> • Two piece placket • Continuous placket • Kurta placket 	10
Module 9	Pockets	<ul style="list-style-type: none"> • Patch • Welt/ Bound • In-Seam 	10
Module 10	Fasteners	<ul style="list-style-type: none"> • Buttons/ button hole • Press button • Hook/ eye • Velcro • Zipper 	10
Module 11	Basic Bodice Block	<ul style="list-style-type: none"> • Drafting Basic Bodice Front & Back Block 	8

Module 12	Understanding Darts	<ul style="list-style-type: none"> • Dart Terminology • Dart Locations • Pattern making Techniques • Dart Manipulation 	8
Module 13	Darts	<p>A)Single dart series:</p> <ul style="list-style-type: none"> • Centre front waist dart • Centre front bust dart • Mid shoulder dart • French dart • Side dart • Mid neck dart • Mid Armhole dart <p>B)Two dart series</p> <ul style="list-style-type: none"> • Waist & Side • Mid Shoulder & Waist • Mid Neck & Waist <p>C)Centre front Neck & waist</p>	10

Indicative References:

1. Campbell,H. - *Designing Pattern-A Fresh Approach to Pattern Cutting*: New Delhi: Om Books Service.
2. Crawford, C.A. 2008 - *A Guide to Fashion Sewing*. New York: Fair Child Publications Inc. Fourth Edition.
3. Giocello, D.A. and B. Berke .2004. *Fashion Production Terms*. New York: Fair Child Publications.
4. Aldrich, W. 2001. *Metric Pattern Cutting for Children's Wear and Babywear*. London: Blackwell Science Ltd. Third Edition.
5. Bray, N. 1996. *Dress Pattern Designing-The Basic Principles of Cut and Fit*. London: Blackwell Science Ltd. Fifth Edition
6. Holman, G. 2005.*Pattern Cutting Made Easy-A Step by Step Introduction*. New Delhi: Om books International, First Indian Reprint.
7. Zarapkar, K.R. - *Zarapkar's System of Cutting*. Mumbai: NavneetPublications(India) Ltd.

Course Title: 2.3 FASHION SUSTAINABILITY & CIRCULARITY (Major/TH)

Course Credit: 4

Course Duration: 60 hours

Evaluation Pattern:

Course Description:

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs. The fashion industry has a large influence on the global economy and is more and more known for its social and environmental impact. Adapting sustainable practices in every aspect of the business is the only way forward. This course will offer holistic insights in sustainability with regards to fashion and textile industry.

Course Objectives:

- To familiarize and educate the student about sustainability.
- To develop an understanding about the various sustainability goals
- Understanding fashion industry and its impact on the environment
- To acquaint the student with various sustainable materials
- To educate them on sustainable design

Course Outcome:

- Students will understand the fashion industry and its impact on the environment.
- They will learn about various aspects of sustainability and circularity in fashion industry.
- Students will get acquainted with various sustainable materials.
- They will be able to conceptualize sustainable business models and practices for their entrepreneurial ventures or business development.

Course Outline:

Sr. No.	Topics	Details	No. of hours
1	Introduction to Sustainability	<ul style="list-style-type: none">● What is sustainability● Various aspects of sustainability	4
2	Sustainability goals	<ul style="list-style-type: none">● Ethical fashion forum● UN Sustainable Development Goals	6
3	Environmental impact of fashion	Environmental Impact and Sustainability associated to the fashion design industries: <ul style="list-style-type: none">● Issues on environmental impact and sustainability within the fashion design industries	6
4	Traditional Sustainable materials	<ul style="list-style-type: none">● Traditional Sustainable Materials & its Usage.	10

5	Innovations in sustainable materials and technologies associated to the fashion design industries:	<ul style="list-style-type: none"> Bamboo/pineapple/other innovative materials, Recycled and up-cycled materials 	16
6	Circular Fashion	<ul style="list-style-type: none"> What is Circular Fashion Impact of Circular Practices On the Fashion Industry Need of Circularity in Fashion Industry 	12
7	Future of fashion sustainability	<ul style="list-style-type: none"> Future trends within sustainable fashion 	6

INDICATIVE LEARNING RESOURCES:

1. "Fashion and Sustainability: Design for Change" by Kate Fletcher and Lynda Grose
2. "Fashionopolis: The Price of Fast Fashion and the Future of Clothes" by Dana Thomas
3. "Circular Fashion: Design, Waste and Value in the Fashion Industry" edited by Alison Gwilt and Timo Rissanen
4. "Sustainable Fashion: New Approaches" edited by Janet Hethorn and Connie Ulasewicz
5. "To Die For: Is Fashion Wearing Out the World?" by Lucy Siegle
6. "The Sustainable Fashion Handbook" edited by Sandy Black
7. "Sustainable Fashion: What's Next? A Conversation about Issues, Practices, and Possibilities" edited by Janet Hethorn and Connie Ulasewicz
8. "Sustainable Fashion: What's Next? A Conversation about Issues, Practices, and Possibilities" edited by Janet Hethorn and Connie Ulasewicz
9. "Indian Fashion: Tradition, Innovation, Style" edited by Arti Sandhu and Vandana Bhandari
10. "Sustainable Fashion and Textiles: Design Journeys" by Kate Fletcher

Course Title: **2.4 MANAGEMENT & ORGANIZATIONAL BEHAVIOR (Major/TH)**

Course Credit: **4**

Course Duration: **60 hours**

Course Description:

No matter your field of study, at some point in your career you will likely be in charge of others at work. Before, or at the same time, others will be in charge of you. This course will help you understand the role and functions of managing others, so you can better understand and appreciate the job and challenges of a manager, as well as provide you tools to effectively manage others.

Course Objectives:

- Identify and define management concepts
- Understand the roles and challenges of management in an organizational setting
- Apply those concepts to develop your own philosophies and approaches to managing people

Course Outcome:

After completion of this course, the student will be able to

- Understand management & managerial skills
- Understand process of delegation
- Learn individual behaviour & team building, Group behaviour
- Use his knowledge for better performance.

Course Outline:

Sr. No.	Topic	Details	HOURS
1	Nature of Management and Functions of Management	Management Defined, Nature of Management, Scope of Management, Need for Management, Management and Administration, Management- A science or an Art Profession Process, Management Levels, Management Functions, Managerial Roles, Decisional Roles, Managerial Skills, Technical Skills, Human Skills, Conceptual Skills, Communication Skills, Functions of Management, coordination and control, Direction And Supervision	10
2	Fundamentals Of Organizing	What is an Organization, Importance of Organizing, Guidelines for effective organization, The Organization Process, Formal and Informal Organization, Line and Staff Structure, Line and Staff Conflicts, Achieving cooperation between Line and Staff, Line Authority Relationship, Staff Authority Relationship	10
3	Delegation Of Authority	Delegation of Authority, Principles of delegation, Process of Delegation, Advantages of Delegation, Problems with Delegation, Personal factors as barriers to delegation, Reluctances of executives, Reluctance of subordinates, Overcoming Obstacles	10
4	Motivation, Morale and Productivity	Motivation and Behavior, Sources of motivation, theories of Motivation, Hierarchy of needs theory, McGregor's theory X and theory Y, theory X assumptions, theory Y assumptions, Morale, Features of morale, Difference between Motivation and Morale and Productivity	10
5	Individual Behavior And Team Building	Bio-logical Foundations of Behavior, Causes of Human Behavior, Inherited Characteristics, Learned Characteristics, Environmental Effect on Behavior, Behavior as an Input-Output System, Behavior and Performance, Team Building, Stages	10

		in team development, Guide for individual members to make team effective	
6	Group Behavior And Team Building	Reasons for Group Formation, Personal Characteristics, Interests and Goals, Opportunity for interaction, Influence and Power, Types of Group, Formal Groups, Informal Groups, Factors Contributing Group Cohesiveness, Group Norms, Committee Organization, Disadvantages of Committees, Some Guidelines for Using Committees and Task Groups More Effectively, Guidelines for Committee Members, Corporate ethics and Social responsibilities	10

Indicative References:

- P.A. Bhagwatwar; Industrial and Organizational Psychology.
- L.M. Prasad; Principles & Practice of Management.
- Koontz & O. Donnell; Principles of Management.
- Peter Drucker; the Practice of Management

Course Title: 2.5A BRAND DESIGN & MANAGEMENT (Major Elective/TH)

Course Credit: 4

Course Duration: 60 hours

Course Description:

The course "Brand Design Management" explores the essential concepts and strategies involved in effectively managing brand design within the context of fashion merchandising. Students will learn how to develop and maintain a strong brand identity through visual communication, creative design, and brand experience management.

The course will cover various aspects of brand design, including logo development, packaging design, retail store design, and digital branding. Students will gain hands-on experience through practical projects and case studies.

Course Objectives:

- To understand the role of brand design in fashion merchandising.
- To explore the principles and techniques of visual communication in brand design.
- To develop skills in creating and managing brand identity through design elements.
- To analyze the impact of brand design on consumer perception and purchasing behavior.
- To gain practical knowledge of designing brand experiences across different touchpoints.
- To foster creativity and innovation in brand design management.

Course Outcomes:

By the end of the course, students will be able to:

- Demonstrate an understanding of the significance of brand design in fashion merchandising.
- Apply principles of visual communication to create effective brand design materials.
- Develop a cohesive brand identity through the use of design elements and strategies.
- Evaluate the impact of brand design on consumer perception and brand loyalty.

- Design brand experiences across various touch points, including packaging, retail stores, and digital platforms.
- Generate innovative ideas and solutions for brand design challenges.

Course Outline:

Sr. No.	Topic	Details	HOURS
1	Introduction to Brand Design Management	<ul style="list-style-type: none"> ▪ Importance of brand design in fashion merchandising ▪ Elements of brand design: logo, typography, color, imagery ▪ Overview of brand identity and brand experience ▪ Case studies on successful brand design management 	6
2	Visual Communication in Brand Design	<ul style="list-style-type: none"> ▪ Fundamentals of visual communication ▪ Design principles: composition, balance, hierarchy, contrast ▪ Use of typography and color in brand design ▪ Creating visually appealing brand collaterals 	10
3	Developing Brand Identity through Design	<ul style="list-style-type: none"> ▪ Brand identity development process ▪ Crafting brand personas and brand positioning ▪ Logo design and evolution ▪ Packaging design and its impact on brand perception 	12
4	Brand Design in Retail Spaces	<ul style="list-style-type: none"> ▪ Retail store design and layout ▪ Visual merchandising and product presentation ▪ Creating immersive brand experiences in physical stores ▪ Case studies on successful retail brand design 	10
5	Digital Branding and Online Experiences	<ul style="list-style-type: none"> ▪ Importance of digital branding in the digital age ▪ Designing brand websites and user interfaces ▪ Social media branding and content creation ▪ Enhancing brand experiences through digital platforms 	10

6	Innovation and Future Trends in Brand Design	<ul style="list-style-type: none"> ▪ Design thinking and innovation in brand design management ▪ Emerging trends and technologies in brand design ▪ Sustainability and ethical considerations in brand design ▪ Future directions and opportunities in brand design management 	12
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INDICATIVE LEARNING RESOURCES:

- 1) "Branding: In Five and a Half Steps" by Michael Johnson
- 2) "Brand Thinking and Other Noble Pursuits" by Debbie Millman
- 3) "Designing Brand Identity: An Essential Guide for the Whole Branding Team" by Alina Wheeler
- 4) "Building Strong Brands" by David A. Aaker
- 5) "Brand Gap: How to Bridge the Distance Between Business Strategy and Design" by Marty Neumeier
- 6) "Designing Brand Experience: Creating Powerful Integrated Brand Solutions" by Robin Landa
- 7) "Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound" by Martin Lindstrom
- 8) "Brand Management: Research, Theory and Practice" by Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre
- 9) "Designing Brand Identity: Essential Guide for the Whole Branding Team" by Alina Wheeler
- 10) "Brand Aid: A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position" by Brad VanAuken

Course Title: 2.5B LUXURY BRAND MANAGEMENT (Major Elective/TH)

Course Credit: 4

Course Duration: 60 hours

Course Description:

The course "Luxury Brand Management" delves into the strategies and intricacies of managing luxury brands within the context of fashion merchandising. Students will explore the unique characteristics of luxury brands, including their heritage, exclusivity, craftsmanship, and storytelling.

The course will cover various aspects of luxury brand management, such as brand positioning, brand identity, customer relationship management, and retail experiences. Through case studies and practical

projects, students will develop a comprehensive understanding of the luxury market and acquire the skills necessary to effectively manage luxury brands.

Course Objectives:

- To comprehend the distinctive characteristics and values associated with luxury brands.
- To analyze the evolution and trends in the luxury market.
- To understand the importance of brand positioning and storytelling in luxury brand management.
- To explore strategies for creating and maintaining a strong brand identity in the luxury sector.
- To examine the role of customer relationship management in luxury brand loyalty.
- To gain insights into designing and delivering exceptional luxury retail experiences.

Course Outcomes:

By the end of the course, students will be able to:

- Understand the unique aspects and values of luxury brands and their significance in fashion merchandising.
- Analyze and interpret the evolution, trends, and dynamics of the luxury market.
- Develop effective brand positioning and storytelling strategies for luxury brands.
- Create and manage a strong brand identity for luxury brands, encompassing heritage, exclusivity, and craftsmanship.
- Apply customer relationship management techniques to foster brand loyalty among luxury consumers.
- Design and deliver exceptional retail experiences that align with the essence of luxury brands.

Course Outline:

Sr. No.	Topic	Details	HOURS
1	Introduction to Luxury Brand Management	<ul style="list-style-type: none">▪ Definition and characteristics of luxury brands▪ Historical overview of luxury brands in fashion merchandising▪ Luxury brand positioning and differentiation strategies▪ Case studies on successful luxury brand management	6
2	Evolution and Trends in the Luxury Market	<ul style="list-style-type: none">▪ The evolution of the luxury market▪ Global luxury market trends and consumer behavior▪ Luxury brand extensions and diversification▪ Luxury brand collaborations and partnerships	10
3	Brand Positioning and		12

	Storytelling in Luxury	<ul style="list-style-type: none"> ▪ Luxury brand positioning and target audience identification ▪ Storytelling as a tool for luxury brand communication ▪ Creating emotional connections through luxury brand narratives ▪ Crafting brand experiences to enhance brand perception 	
4	Building and Managing Luxury Brand Identity	<ul style="list-style-type: none"> ▪ Brand identity development for luxury brands ▪ Designing luxury brand logos, packaging, and visual elements ▪ Leveraging brand heritage and craftsmanship in luxury branding ▪ Case studies on iconic luxury brand identities 	10
5	Customer Relationship Management in Luxury	<ul style="list-style-type: none"> ▪ Luxury customer behavior and segmentation ▪ Personalization and customization in luxury brand management ▪ Enhancing customer experience and loyalty in the luxury sector ▪ Building long-term relationships with luxury consumers 	10
6	Luxury Retail Experiences	<ul style="list-style-type: none"> ▪ Designing luxury retail spaces and store environments ▪ Visual merchandising and product presentation in luxury retail ▪ Exclusive events and immersive experiences for luxury consumers ▪ Emerging trends in luxury retail and experiential marketing 	12

INDICATIVE LEARNING RESOURCES:

- 1) "The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands" by Jean-Noël Kapferer and Vincent Bastien
- 2) "Luxury Brand Management: A World of Privilege" by Michel Chevalier and Gerald Mazzalovo
- 3) "Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support" by Michel Chevalier and Michel Gutsatz

- 4) "Deluxe: How Luxury Lost Its Luster" by Dana Thomas
- 5) "Luxury Brands in China and India" by Glyn Atwal and Soumya Jain
- 6) "The End of Fashion: How Marketing Changed the Clothing Business Forever" by Teri Agins
- 7) "Luxury Fashion Branding: Trends, Tactics, Techniques" by Uche Okonkwo
- 8) "The New Luxury: Defining the Aspirational in the Age of Hype" by Alvise Marino
- 9) "Luxury Brands: Digital and Social Media Marketing" by Chekitan S. Dev and Peter Z. Zou
- 10) "The Luxury Market in Brazil: Market Opportunities and Potential" by Monica Viegas Andrade and Claudio Diniz

Course Title: **2.6 CRAFT VISIT (FP/PR)**

Course Credit: **4**

Course Duration: **120 hours**

Course Description:

India has a rich heritage of crafts. For Fashion enthusiasts, it is important not only to learn these crafts but also experience the culture that has nurtured these crafts. Craft visits aim to offer that enriching experience to students.

Course Objectives:

- To learn about crafts of India
- To do workshops under master craftspersons.
- To experience the culture that has nurtured the craft

Course Outcomes:

After end of the visit the student will able to:

- Familiarize with various handicrafts of India.
- Develop sense of cultural and aesthetic appreciation of crafts.
- Experience and participate actively in creative designing process in which new ideas can be developed or old ones modified.
- Develop the basic creative and manipulative skills necessary for fashion design and textile designing.
- Develop understanding of inspiration from various crafts of India.

Note:

- *The student will be exposed to various topics related to Textiles and Fashion through workshops, seminars, visits etc.*

PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks

of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.


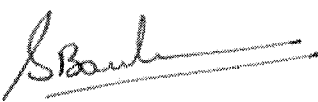




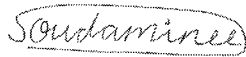

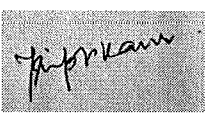
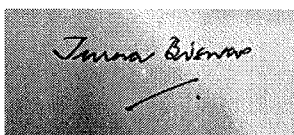

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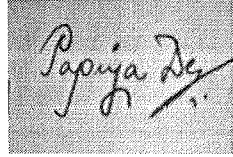


- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

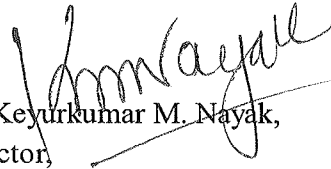
OR


- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

Team for Creation of Syllabus

Sr. no.	Name & Designation	Sign
1.	Dr. Keyurkumar M. Nayak Director, UM-GICED Chairman of BOS Committee	
2.	Ms. Shilpa Borkar Placement Officer, UM-GICED Convenor- BOS, UM - GICED	
3.	Dr. Krishnendu Datta Dean – SIDT Member Secretary – BOS, UM - GICED	
4.	Ms. Priyanka Betgeri Course Coordinator - Design, SIDT	
5.	Ms. Mousumi Golui Head of Admin & Examination, SIDT	
6.	Ms. Karishma Nanavati Course Coordinator - SSDP, SIDT	
7.	Ms. Soudaminee Gavankar Faculty - SIDT	
8.	Ms. Fatema Cochinwala Faculty - SIDT	
9.	Ms. Tript Kaur Head of Design ,Texport Syndicate (India)Ltd. (Industry Expert)	
10.	Ms. Turna Biswas General Manager – Menswear, ABRFL (Subject Expert)	
11.	Ms. Sampa Dawn Vice President – Marketing, Fashinza (Subject Expert)	

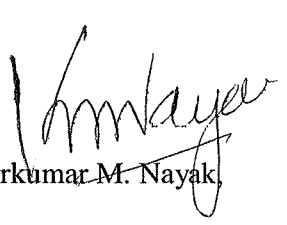
12.	Ms. Papiya De Area Chairperson & Assistant Professor – Communication, School of Business Management– SVKM's NMIMS University (Academic Expert, Other University)	
13.	Dr. Suman Mundkar Research Consultant, Academic, Research Consultancy Services, &retd. Associate Prof., Dept. of Textiles & Apparel Designing, SVT, SNDT University (Academic Expert, Other University)	
14.	Ms. Disha Chetwani Lead – Uniforms (Design & Merchandising), Unitribes (Alumni)	



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED


Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Appendix B
Justification for (Masters in Fashion Management)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce a two years full time Masters in Fashion Management. this program will learn different manufacturing processes, retail operations, fashion marketing & branding, sustainability, etc. subjects along with field work and research projects to get hands-on experience in the industry.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is two years (four semesters). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 30 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	As a professional Fashion Merchandiser/Manager one can have a vast & varied career prospect as Fashion & Luxury Merchandising, Brand Management, Public Relations, Fashion & Luxury Buying, Marketing / Advertising, Ecommerce / Social Media, Fashion Journalist, Production Management, Sustainability Manager.


Dr. Keyurkumar M. Nayak,
Director,
UM-GICED


Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies