

B. Voc. in Jewellery Production and Manufacturing Technology

Semester 5

Jewellery Business Practices

Objectives: The Module Aims

- To orient the students to various business processes, business models & trade practices prevalent in retail and wholesale operations
- To create awareness about organizational structures, roles, sourcing & supply chain, production to wholesaling as well as retailing
- To familiarize students to types of wholesaling, and retailing operations
- To develop knowledge of Intellectual property rights laws, licensing, trading practices prevalent in wholesale & Retail sector.

Syllabus:

Retail & Wholesale

- Understand methods of sourcing & supply chain in different types of Jewelry
- Understanding Retail and Wholesale Markets & Operations
- Building & Sustaining Customer Relationships
- Introduction to Retail Operations
- Wholesale Strategy & Marketing Practices
- Case study on selected Retail and Wholesale players
- Production systems & sourcing of products & components both in wholesaling and retail setup
- Emergence of retailing and wholesaling in India & abroad
- Quality control & benchmarks
- Vendor Management
- Customer Management
- Setting Up Shop & Competitor Analysis
- Retail Promotion Mix
- Role of Advertising Promotional Schemes & Publicity
- Retail Mix
- Managing In-house Brands

Suggested books and references:

- B. Swati – S. Anuraag: Visual Merchandising. New Delhi: Tata McGrawHill Education Private Limited. 2010. 262s. ISBN 978-0-07-015321-9
- C. Ebster – M. Garaus: Store Design and Visual Merchandising. New York: Business Expert Press. 2011. 205s. ISBN: 978-1-60649-094-5
- S. Pardhan: Retail Merchandising. New Delhi: Tata McGrawHill Education Private Limited. 2010. 225s. ISBN: 978-0-07-014497-2
- Verley Rosemary: Retail Product Management Buying and Merchandising. Florida : Routledge. 2006. 263 s. ISBN: 0415327148 21.30

Assignments: Documentation 100%

Scheme of Examination: Self (Jury)

Learning Outcome:

By the end of this unit, Students will be able to:

- Understand methods of sourcing, supply chain & quality bench marks in different types of Jewelry
- To have a good understanding and knowledge about the wholesaling and retailing logistics and operations.
- To have a good understanding of in store logistics.
- To Develop the ability to discuss and analyze the logistics of the wholesaling and retailing system.

Costing and pricing of Jewellery

Objectives: The Module Aims

- Understand & Explore local market for material & labour Price,
- Calculate the stone weightage,
- Calculate the cost of jewellery Product,
- Costing of sample piece and casting piece,
- Pricing jewellery Product & Determine Markup / profits of sample & wholesale orders of jewellery products.

Syllabus:

- Analyse the local market,
- Resourcing and understand the price of material & Labour through survey and market exploration.
- Analyse the process of jewellery Product development
- Calculating price of gemstone (using size & carat conversion chart)
- Calculating the cost of jewellery product
- Calculating the costing of sample piece and casting piece,
- Preparing cost sheet of particular design
- Calculating price, adding profit margins for single or wholesale order
- Understanding Markup price and determining markup price for single or wholesale order.
- Provisioning standard / permissible metal wastages during the process of product development.

Suggested books and references:

Assignments: Documentation 100%

Scheme of Examination: Self (Jury)

Learning Outcome:

By the end of this unit, Students will be able to:

- Calculate the average cost of jewellery Product
- Design jewellery product keeping cost in mind
- Pricing Jewellery Product
- Determine markup price for single and wholesale order jewellery

Innovative Jewellery Manufacturing Project

Objectives: The Module Aims

- Develop and present a independent innovative jewellery project
- Develop prototypes/mock-ups, scale models with all details & specs and utilizing the cumulative skills learned during semester.

Syllabus:

- Student to develop a new independent collection of jewellery
- Students to clearly articulate features /personality of the identity to be developed
- Students to develop samples/prototypes / scale models of selected design alternative.
- Students to document the entire process of development & present it as display.
- Extensive exploration of concepts for collection through material.
- Detailing & materials/treatment/components finalization.
- Prototyping & product realization.

Suggested books and references:

Assignments: Documentation 30% and final products 70%

Scheme of Examination: Self (Jury)

Learning Outcome:

By the end of this unit, Students will be able to:

- Demonstrate individual flair beyond typically commercial products In precious jewellery
- Confidently approach new concepts & styles demonstrating potential of materials & processes
- Develop market awareness about sourcing of different materials & their available forms with specs
- Identify various types of processes from product/object analysis
- Realize products in finer details as working prototypes
- Present the final collections