

# Two Year M. Voc. in Fashion Design & Entrepreneurship

## **Third Semester**

### **Fashion Marketing**

#### **Learning Objectives:**

The objectives of the course provide knowledge on the essentials of marketing, branding, advertising and integrated communication for fashion. Marketing levers, communication tools and specific strategies related to branding and business communication, the innovation in national and international market, spending trends and new branding and business communication strategies will be some of the case studies of the course.

<b>Units</b>	<b>Course Contents</b>	<b>No. of Hours</b>
<b>Unit - I</b>	<b>Introduction to Marketing</b> <ul style="list-style-type: none"><li>• Definitions of marketing, concepts, functions, nature, marketing environment</li><li>• Marketing mix (4P's of marketing)</li><li>• Segmentation, Targeting, Positioning</li><li>• Analysis of consumer, markets and consumer behavior</li></ul>	
<b>Unit - II</b>	<b>Product, Product Development, Pricing, Distribution</b> <ul style="list-style-type: none"><li>• Product Mix, Product Life Cycle, New Product Development</li><li>• Pricing objectives &amp; pricing methods</li><li>• Distribution channels: types, levels, development</li><li>• Marketing channels, retailing and its types, wholesaling</li><li>• Retail fashion promotion - sales promotion, advertising, branding, public relation, special events</li></ul>	
<b>Unit - III</b>	<b>Understanding the Branding and process involved</b> <ul style="list-style-type: none"><li>• What is Branding and role and Importance of branding</li><li>• Brand identity, Brand strategy</li><li>• positioning, market research</li><li>• taglines, style guides, logotype</li><li>• brand licensing, patent/ trademark process</li><li>• patent/trademark process</li></ul>	

<b>Unit-IV</b>	<b>Case study</b> <ul style="list-style-type: none"><li>Analyzing case studies to understand the contextualization of Marketing will enable students to produce industry ready research and reports for the real life applications.</li></ul>	
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**Learning Outcomes:**

- To be able to conduct research for the trends and market preferences, follow various apparel design publications, exhibitions, etc. for types of apparel products and designs preferred by potential customers
- Investigate, analyze and interpret trends on design, materials and trims in fashion and related industry either locally or globally
- Acquire theoretical and technological knowledge of current business and professional practices leading to marketing fashion products both locally and globally
- Apply management topics to manage, control, and improve industry environments

## Fashion Merchandising

### Course Brief:

The brief of the course is to prepare students to develop garment range as per the different budgets of the customers, current market trends. The aim is to have good garment knowledge, creative, should give attention to details, best of presentation skills, evolve designs which are practical and best to cater customer's/ buyer's requirement.

### Learning Objectives:

- To be able to interact with customers, marketing department and product development head to gather market insights on cost of raw materials and pricing of finished garment
- To be able to give instructions to designers in terms of product type, size, dimensions, shapes, materials, inspirational images as per research information gathered
- To be able to follow production process and ship the products of the customer's on time

Unit	Course Contents	No. of Hours
Unit - I	<b>Introduction to merchandising and its process</b> <ul style="list-style-type: none"><li>• Roles and responsibilities</li><li>• Departments involved</li><li>• Planning around brand guidelines</li><li>• prepare the product development plan</li></ul>	
Unit - II	<b>Study trends and customers buying pattern:</b> <ul style="list-style-type: none"><li>• Trends study</li><li>• Sales cycle and forward planning</li><li>• Anticipating customer's experience</li></ul>	
Unit - III	<b>Presentation:</b> <ul style="list-style-type: none"><li>• Presentation and communication skills</li><li>• Physical Display</li></ul>	
Unit - IV	<b>Costing:</b> <ul style="list-style-type: none"><li>• Garment pricing formula (Overhead expenses+ packaging+ making/labor cost+ Shipping cost)</li><li>• Cost Allocations</li><li>• Profit analysis</li><li>• Export policies</li></ul>	

## **Learning Outcomes:**

The student will be:

- Able to demonstrate the application of oral, written, and visual communication skills to present specifications/information and support decision making.
- Able to demonstrate the applied skills of industry specific technology knowledge and skills.
- Able to utilize applied management topics to manage, control, and improve industry environments.
- Able to demonstrate knowledge of the industry, ethical behavior, industry specification, non-discrimination, and diversity in the workplace.

## **References:**

- <https://www.textiletoday.com.bd/introduction-to-fashion-merchandising/>
- <https://books.google.co.in/books?id=v2A9AAQBAJ&pg=PR13&dq=merchandising&hl=en&sa=X&ved=0ahUKEwjgKLP4YzmAhWYb30KHZ4RBQ84FBDoAQgnMAA#v=onepage&q=merchandising&f=false>
- <https://fashionunited.uk/news/fashion/fashion-careers-what-does-a-fashion-merchandiser-actually-do/2018112940231>

## Entrepreneurship (Accelerator Program)

Unit	Course Contents	No. of Hours
<b>Unit - I</b>	<p><b>Fundraising Fundamentals</b></p> <ul style="list-style-type: none"> <li>• Sources of funds available for business</li> <li>• Bootstrapping Techniques</li> <li>• Debt Money vs Equity Money</li> <li>• Modern Methods of Fundraising – Crowdfunding, SAFE Notes, Angel Investment, Venture Capital etc</li> </ul>	
<b>Unit - II</b>	<p><b>Building a Pitch Deck</b></p> <ul style="list-style-type: none"> <li>• Understanding the flow of pitch deck</li> <li>• Detailed slide by slide analysis</li> <li>• Creating a story around startup</li> <li>• Best pitching practices</li> </ul>	
<b>Unit - III</b>	<p><b>Advanced Financial Modelling for Startups</b></p> <ul style="list-style-type: none"> <li>• Creating Sales Forecast</li> <li>• Understanding Unit Economics</li> <li>• Calculating Funding Requirements and Valuation Techniques</li> </ul>	
<b>Unit - IV</b>	<p><b>Analysing Competition</b></p> <ul style="list-style-type: none"> <li>• Understanding Direct and Indirect Competition</li> <li>• Competitive Benchmarking</li> <li>• Competitive Landscaping</li> <li>• Creating Unfair Advantage and Defensibility of Business</li> </ul>	
<b>Unit - V</b>	<p><b>Introduction to Project Management</b></p> <ul style="list-style-type: none"> <li>• Phases of Project Management</li> <li>• Types of Project Management Techniques</li> <li>• Project Management Frameworks</li> <li>• Skillsets of an Ideal Project Manager</li> <li>• Best Practices</li> </ul>	

## Business Function in Industry

### Course Brief:

The aim of the course is to make student understand how business operates in apparel sector, what are various functions and structure followed in an apparel industry.

### Learning Objectives:

- To make them understand about the organizational structure, team management
- To make them understand about principles and frameworks that form the foundation of the apparel industry.
- To make them understand about national and international trade.

Unit	Course Contents	No. of Hours
Unit - I	<b>Understanding the Organizational structure</b> <ul style="list-style-type: none"><li>• Organizational theory</li><li>• Classical organizational structure</li><li>• Team management</li></ul>	
Unit-II	<b>Human resource management</b> <ul style="list-style-type: none"><li>• Employee satisfaction</li><li>• Recruitment</li><li>• Managing performance</li><li>• Training &amp; development</li></ul>	
Unit III	<b>International business</b> <ul style="list-style-type: none"><li>• International trade</li><li>• Activities-international customs</li><li>• Leading from a global environment</li><li>• Barriers of international trade</li></ul>	

<b>Unit-IV</b>	<b>Production &amp; operations</b> <ul style="list-style-type: none"> <li>• Type of manufacturing</li> <li>• Quality manufacturing</li> <li>• Calculating productivity</li> </ul>	
<b>Unit –V</b>	<b>Governance</b> <ul style="list-style-type: none"> <li>• Type of firms</li> <li>• Registration process</li> <li>• Different schemes for the industry promotions</li> </ul>	
<b>Unit-VI</b>	<b>Research &amp; development</b> <ul style="list-style-type: none"> <li>• Process for innovating market research</li> <li>• Product development</li> </ul>	

### Learning Outcomes:

The Students will be able to

- understand the organizational structure for the apparel industry so that they learn, how team management works.
- acquaint themselves with apparel management education to empower themselves to be well equipped professionals.
- interpret and analyze strategic planning at the HR level where in they understand managing performance of the employee & it's satisfaction.
- get a concrete understanding of international trade in context to apparel industry.
- the different types of manufacturing and to know measures for quality production so as to calculate productivity.
- have an understanding of the different types of firms and the registration process required.
- do the research & development over any product.

### References:

- <https://www.businessmanagementideas.com/business/functions-business/business-functions-7-main-types-of-business-function/3744>
- <https://www.sciencedirect.com/topics/engineering/garment-industry>

## Design Project - II

### Course Brief:

The brief of this unit is to extend skills in research, design and production by giving learners the opportunity to design and produce a creative and professional fashion collection.

### Learning Objectives:

The Objective of this unit is to give learners the opportunity to consolidate their technical and creative skills, knowledge and understanding and applying them to the design, manufacturing and presentation of a garment collection. Learners should demonstrate clear design 'vision' and an innovative and creative application of skills in their work and to produce an innovative collection supported by thorough market and visual research.

Unit	Course Contents	No. of Hours
Unit - I	<b>Use of research to inform design intentions</b> <ul style="list-style-type: none"><li>• Creative stimuli: Research on current affairs, contemporary culture, conceptual ideas, trends, fashion, historical reference, environmental concerns.</li><li>• Target market: Requirements e.g. client, gallery; price levels; timescale.</li><li>• Resources: Materials (availability, appropriateness); cost; equipment; technical support.</li><li>• Research: Sourcing documents; visual recording; collecting written information; collating ideas.</li></ul>	
Unit-II	<b>Produce development - to meet creative intentions</b> <ul style="list-style-type: none"><li>• <b>Experimentation:</b> e.g. paper-based, media development, samples, Sketches, technical material application &amp; testing.</li><li>• <b>Development:</b> refine ideas; propose solutions (assess, analyze, edit); visuals e.g. research sheets, mood boards, drawing, painting, CAD, digital images; work plans; samples.</li></ul>	
Unit III	<b>Presentation Techniques/ Solutions</b> <ul style="list-style-type: none"><li>• Recording techniques: E.g. photography, technical drawing, 2D visual representation.</li><li>• Layout skills: Composition; collation of information; visual impact e.g. graphics, coloration.</li><li>• Display techniques: Mounting; cutting; exhibiting (2D, 3D)</li><li>• Client presentation: visual aids; verbal (clear, concise); format appropriate for audience.</li></ul>	



**Learning Outcomes:**

- Understand how to use research to inform design intentions.
- Be able to produce a body of development work to meet creative intentions
- Be able to realize creative intentions.
- Understand how to present apparel design solutions.

**References:**

- Karl T Ulrich, Steven D Eppinger , " Product Design & Development." Tata McGrawhill New Delhi 2003
- Interactive Computer Graphics by E.Angel& Dave Shreiner
- Rousing Creativity: Think New NowFloydHurr, ISBN 1560525479, Crisp Publications Inc. 1999

# Industry Internship

## Course Brief:

This course offers students a period of practical experience in the industry relating to their field of study. This experience is valuable to students as a means of allowing them to experience how their studies are applied in the "real world", and as work experience that can be highly attractive to potential employers on a candidate's CV.

## Learning Objective:

An internship provides a variety of benefits for young students who want to broaden their chances for landing a job and jump-starting their careers. Internships gives a taste of what a profession is like, help to build resume and let you meet people who can help students in their career and to facilitate student learning opportunities outside the classroom. Internship experiences provide the opportunity to apply classroom theory to "real world" situations thus enhancing the students' academic and career goals.

## Learning Outcomes:

The Students will be able to

- integrate theory and practice.
- assess interests and abilities in their field of study.
- identify business strategies for buying and selecting product.
- identify process and procedures for company purchases.
- explore the buying process, increase skills in buying and merchandising.
- identify business strategies for buying and selecting products.