

MBA in Gems & Jewellery skill based Entrepreneurship

Year 2 - Semester 3

Course Code:D906

Paper Code:

Title:Costing & Pricing of Jewellery

Pre-requisite:N.A.

Objectives: The Module Aims to introduce the students to

- 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:

- NA
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Assignments: Documentation 30% and Final products 70%

Scheme of Examination:Theory Exam

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..

Course Code: D906

Paper Code:

Title: Jewellery Business Management

Pre-requisite:N. A.

Objectives: The Module Aims

- To Orient students to Electronic Commerce providing an overview of the fundamental concepts of online marketing, creating a web site, gaining customers online.
- To orient students about international trade, export documentation & procedures
- To orient the students to various business processes, business models & trade practices prevailing internationally
- To develop understanding of Design as business plus implications for ecommerce and e-commerce entrepreneurship

Syllabus:

- Basics of Online Business & Ecommerce
- Online Business Models, E-Commerce Strategies, Online retailing & services
- Ethical, Political & Social Issues in E-Commerce
- Designing Personalized User Experience in E-Commerce
- B2B E-Commerce
- International Business & Marketing
- Understanding Export Markets & Marketing
- Export Procedure & Documentation
- Product Planning & Pricing for Exports
- Trade shows & Exhibitions
- Indian Government Support for exports
- Functions of Quality control & Checking for export markets
- Communication for Export Markets
- Export Business Proposal

Suggested books and references:

- New Import Export Policy - Nabhi Publications
- EXIM Policy & Handbook of EXIM Procedure – VOL I & II
- A Guide on Export Policy Procedure & Documentation– Mahajan
- How to Export – Nabhi Publications

Assignments: Documentation 30% and Final products 70%

Scheme of Examination:Theory Exam

Learning Outcome:

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

- Create a portfolio of the steps required to start-up an on-line business
- Knowledge about benefits or disadvantages of setting up an on-line business versus a store-front business. Which one would you select?

- Appreciate differences between traditional & contemporary trade practices (e-commerce)
- Differentiate between different production systems
- Explain the steps required to set-up your E-commerce website for advertising purposes
- Understand methods of sourcing, supply chain & quality bench marks in different types of Jewelry setups, especially in international trade & ecommerce setting
- Understand industrial and commercial laws and regulations that govern the setting up of an enterprise.

Course Code: D906

Paper Code:

Title: Entrepreneurship in Gems & Jewellery

Pre-requisite: N. A.

Objectives: The Module Aims

- To provide a global introduction to the process of turning an idea into a successful start-up enterprise in G&J Sector. There will be a special emphasis on Commercializing innovations derived from research and technology development. The track will be useful for anyone having little or no pre-existing entrepreneurial experience.
- To orient the students to various business processes, business models, & trade practices. Develop understanding of design as business plus implications for entrepreneurship.
- To train and develop students to become effective entrepreneurs and understand the planning process required for setting up a small business and prepared to intelligently evaluate potential start-up opportunities for personal involvement.
- Develop knowledge of intellectual property rights laws, licensing, trading rights, IPR registration

Syllabus:

- Meaning of Entrepreneurship
- Various types of industries
- Developing an innovative product
- Studying competition
- Steps to set up an enterprise
- Managing operations in Business
- Marketing of New Business
- Banking & Finance
- Human Resource Management for New business
- Industrial/Commercial laws
- Location Analysis
- Surviving in long-run
- Intellectual Property Protection.
- Project Identification and compilation of project report
- Interaction with few successful entrepreneurs in G&J Sector

Suggested books and references:

- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd. Entrepreneurship Edition 7, illustrated. McGraw-Hill/Irwin, 2008. ISBN 007125952X, 9780071259521
- Barringer, Bruce R., and R. Duane Ireland. Entrepreneurship: Successfully Launching New Ventures. Pearson Prentice-Hall, 2006 (2nd Ed).
- Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
- UdaiPareek and T.V. Rao, Developing Entrepreneurship

- S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
- Srivastava, A Practical Guide to Industrial Entrepreneurs
- Government of India, Report of the committee on Development of small and medium entrepreneurs, 1975

Assignments: Documentation 30% and Final products 70%

Scheme of Examination:Theory Exam

Learning Outcome:

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

- Appreciate differences between traditional & contemporary trade practices
- Differentiate between different production systems
- Understand methods of sourcing, supply chain & quality benchmarks in different types of jewelry
- Familiarize themselves with trade cycles, events, occasions & lead time
- Understand tax structure that apply to commercial trading
- Understand industrial and commercial laws and regulations that govern the setting up of an enterprise
- Understand & evaluate IPR related implications in various business transactions
- Articulate terms, fees/salaries/payments against rendering of design as a service

Course Code: D906

Paper Code:

Title:Principles of Design Management

Pre-requisite:N. A.

Objectives: The Module Aims

- Orient the students to understand Design as a Management Process.
- Introduce the concept of design, to explain the disciplines of design, to define design process.
- Explain the contribution of design in business performance.
- Identify the scope of design Management.
- Explain the conceptual dimension of design innovation.
- Explain the conceptual dimension of design innovation.

Syllabus:

- elucidating design as a creative process
- explain the emergence of design as a profession
- discuss about emergence of design idea
- enumerate the benefits that business acquires by adding value
- enumerate the steps to attain total quality in the service of design
- establish a framework for a strategic management of design
- Design and R & D Management: Radical Innovation
- Design and the Technological Positioning of the Company

Suggested books and references:

- NA

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:

- recognize the creative process involved in designing
- Identify designing as a management process.
- establish the link between design and better business performance
- differentiate between design and quality management
- identify the logics of innovation and design

Course Code: D906

Paper Code: SC305P

Title: Computer Aided Jewellery Design

Pre-requisite: N.A.

Pre-requisite: N. A.

Objectives: The Module Aims is to introduce the students to

- Develop a thorough understanding of 3D Cad Application.
- Enable the student to work with 3DCAD software effectively and apply the learnt skills successfully to 3D design assignments.
- It also emphasizes on guiding students about implementation of various designing skills and techniques for generating self-create design.
- To develop a Confidence for creating a Jewellery Design in 2D form and Converting in 3D object. Develop divergent thinking abilities to create innovative solutions.
- To develop a brief & develop design collection and submit a digital portfolio

Syllabus:

- Vector & raster-based systems
- Functions of 3D CAD software & their applications
- Creating 3D object by orthographic projections & manipulating basic solid forms
- Sections, volumes, weights & surface areas
- Rendering & use/development of materials library
- Presentations through tools of lighting, background, special effects
- Prototyping & product realization
- Presentation & documentation of process & final design products

Suggested books and references:

- AutoCAD, 3D Studio Max, SDRC Ideas, Jewel CAD, Rhinoceros software manuals

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:

- Develop confidence in using 3D CAD applications in design visualization, presentations & technical specifications
- Apply solid modeling to their design projects
- Create files with requisite technical specifications for rapid prototyping system
- Evaluate technical parameters, visual feel & material optimization of design prior to being made physically.
- Develop design collection
- Submit a digital & printed portfolio.