

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – IV

Subject	Credits	Total Hours	Marks			
Principles of Management , Fashion Marketing And Merchandising	4	60	Th 25	Pr -	Th 75	Pr -
Theory			Internal		External	Total

OBJECTIVES:

The learner will be able to-

1. Explain the basic management concepts, applications & processes.
2. Explain the application in decision making , motivation terms such as leadership and communication for effective fashion business
3. Apply concepts of marketing in fashion business.
4. Identify role of merchandiser and merchandising in garment industry.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	Principles of Management <ul style="list-style-type: none"> • To be able to explain the basic management Fundamentals & concepts. • To be able to explain the organization structure and its Function. • To be able to analyze business planning, implementation of processes, various organizational structure and their functioning 	Introduction to Basics of Principles of Management <ul style="list-style-type: none"> • Types and Levels of Organization, Managerial Functions, Process of Management- Planning, Organizing, Leading and Controlling • Planning – Types, Steps and Process. SWOT Analysis. Organizational Structure, Types, Staff- line of authority, Delegation of work and decentralization. • Process of Decision making, Evaluation and selection of alternatives • Motivation and Leadership 		

2	Fashion Marketing <ul style="list-style-type: none"> • To be able to explain the concepts of marketing. • To be able to describe the marketing processes to be used in fashion. • To be able to explain and implement the knowledge about marketing management. • To be able to explain the market trend through research. 	Introduction to Marketing <ul style="list-style-type: none"> • Basic Concepts of Marketing • Marketing Environment • Market Oriented Strategic Planning • Consumer Behavior • Marketing Research 		
3	Fashion Marketing <ul style="list-style-type: none"> • To be able to explain and implement the knowledge about marketing management. 	<ul style="list-style-type: none"> • Market Segmentation • Pricing Strategies • Integrated Marketing Communications 		
	Merchandising <ul style="list-style-type: none"> • To be able to describe and implement knowledge about the merchandising procedures in fashion. 	Introduction to merchandising <ul style="list-style-type: none"> • Definition of Merchandising • Characteristics of Merchandising • Cycle of Merchandising • Distribution • Value Components in Merchandising • Merchandising Planning • Identifying your customers 		

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks

REFERENCE BOOKS:

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing - Stanton
3. Marketing Management – Rajan Saxena
4. Marketing Management - V.S.Ramaswamy and S.Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Russell Winer, 6th ed.
6. Case Studies in Marketing - Indian context - R.Srinivas
7. Bhattacharya S.C.,(1998), “Strategic management concept and cases”, Wheeler Publishing,5th Edition.
8. Koontz & Weihrich, “Essentials of Management”, Tata McGraw Hill Publication, 5th Edition.
9. Tripathi P.C. & Reddy P.N. (1991), “Principles of Management”, Tata McGraw hill Pub.Co.Ltd. N.Delhi.