

No.: PMEB-1/Spl./28(1)/2021-22

Date: 26-04-2022

NOTIFICATION

**Sub.: Modification in the Syllabus of B.Sc.(Jewellery Design & Management)
Course from the academic year 2021-22-Reg.**

**Ref.: 1. Decision of the BOS Meeting held on 03-03-2022.
2. Decision of the Academic Council meeting held on 31-03-2022.**

The Board of Studies in **B.Sc.(Jewellery Design & Management) (UG)** at its meeting held on **03-03-2022** has resolved and recommended to modification in the Syllabus of **B.Sc.(Jewellery Design & Management)** from the academic year 2021-22.

The Academic Council has also approved the above said proposal at its meeting held on 31-03-2022 and the same is hereby notified.

The modified Syllabus of **B.Sc. (Jewellery Design & Management)** course is uploaded in University website. The contents may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.


REGISTRAR
REGISTRAR
University of Mysore
MYSURU - 570 005


To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Science & Technology, DOS in Earth Science, MGM.
3. Prof. S.J. Manjunath. Chairperson, BOS in B.Sc. (Jewellery Design & Management) (UG), DOS in Business Administration, Manasagangotri, Mysuru.
4. The Director, Vogue Institute of Design C/o A.D. Biligowda First Grade College, Koppa-571 425, Maddur Tq., Mandya Dist.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
8. Office Copy.

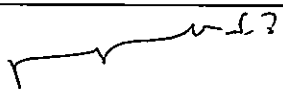
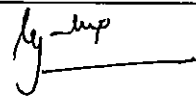
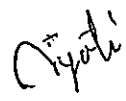
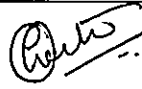
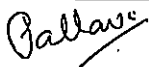
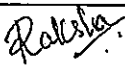
Proceedings of Board of studies for B.Sc (Jewellery Design & Management)

(Under specialized Program)

Board of studies meeting of B.Sc (Jewellery Design & Management) was held on 3rd March 2022 to discuss the following points

1. Regulations and syllabus for B.Sc (Jewellery Design & Management)
2. Recommendation of BOE panel of B.Sc (Jewellery Design & Management)

The following members were present

Sl.No.	Name of the member	Position	signature
1.	Prof. S.J Manjunath DOS in Business Administration, BIMS, Manasagangothri, Mysore	Chairman	
2.	Dr. HL Vijayakumar Director Vogue Institute of Fashion technology, Koppa, Maddur Taluk,	Member	
3.	Dr. Jyoti kordhnyanath Associate Professor Vogue Institute of Fashion Technology, Koppa	Member	
4.	Mrs Chaitra Chander Asst Professor VIFT Koppa	Member	
5.	Mrs Pallavi Verma Asst Professor, VIFT, Koppa	Member	
6.	Mrs Raksha Rashinkar Creative Head- KALYSTAK, Mysore	Member	

- a. Members deliberated and scrutinized the regulations, scheme of evaluation and syllabus of the B.Sc (Jewellery Design & Management) course with few modification passed the regulations , scheme and syllabus.
- b. Committee also recommended the BOE panel for the B.Sc. (Jewellery Design & Management)

Chairman of BOS thanked all the members for their active participation and valuable suggestions.


Prof S.J. Manjunath
Chairman, B.Sc (Jewellery Design & Management)

Dr. S.J. MANJUNATH,
B.A. (H.C.), M.B.A., Ph.D
Professor
DOS in Business Administration (BIMS)
Manasagangothri, Mysore - 570 004



**Regulations and syllabus for
B.Sc (Jewellery Design and Management)
CBCS Scheme
(Under specialized program)**

Regulations

1. Course title: Earlier proposed as Bachelors in Jewellery Design and Management

Now, program shall be called as **B.Sc (Jewellery Design and Management)**.

It is three years program consisting of six semesters; two semesters in each year. Candidate admitted to this course shall be governed by following rules and regulations

2. Eligibility, mode of selection

- a. A candidate passed in 10+2 standard or equivalent (any stream) from a recognized board is eligible for admission to the first semester of the program.
- b. Eligibility is as per the norms of University of Mysore and Govt of Karnataka.
- c. There shall be a total intake of 40 candidates, any excess intake shall be considered only after obtaining approval from the university, duly observing all the formalities.

3. Course content and instruction

Course content: The course of study for the **B.Sc (Jewellery Design and Management)** comprises of subjects, internship project and field work and final project as prescribed. The academic calendar shall be proposed from Vogue institute of Fashion Technology and approved by the university from time to time. Pedagogy includes PowerPoint Presentation, lecturing, case studies, group discussion, seminar, computer practical, internship, factory visit etc.

4. Medium of instruction:-English.

5. Attendance, and conduct

- a. Each semester shall be taken as a unit for the purpose of calculating attendance.
- b. The students shall attend practical and theory classes as prescribed by the University during each semester.
- c. Minimum attendance of 75% of actual working hours is required in each paper, a student who doesn't satisfy the requirement of attendance shall not be permitted to write the examination in concerned subject
- d. If the conduct/behavior of the student is not found to be satisfactory, action shall be initiated as per the University regulations.

- e. A candidate can take a maximum of six years for completion as per double the duration norms of University of Mysore.

6. Formation of Board of Examiners

- a. Chairman Board of Studies shall form Board of Examiners members consisting of Principal Partnership Institution, Head of the Concerned Department, Subject Faculties and University Representatives. The duties of Board of Examiners includes setting question papers, conducting the examinations, valuation of answer scripts and submitting the marks list to University for result announcement.
- b. **Question paper:** Three sets of question papers shall be submitted by the subject faculty one month in advance both in hard and softcopies.
- c. **Valuation:** Valuation will be conducted by respective subject experts selected by BOE.

7. Scheme of examination

- There shall be a University examination at the end of each semester.
- There shall be a term end examination of 3 hrs duration for each theory subject and 3 hrs duration for practical subject at the end of the semester except project VIVAVOCE
- Repeaters has to take exam during respective semesters
- Each subject is divided into internal assessment and end term exam with marks allotted as shown below

a) Total Marks-Theory papers	100 marks
i. External examination:	70marks
ii. Continues Assessment	30marks
Continues Assessment (1 st to 8 th week)	15marks
Continues Assessment (9 th to 16 th week)	15marks

(Continues assessment involves any of these activities i.e., presentation, assignments, tests, portfolio)

- Each student has to score minimum of 40% in each papers

b) Total marks-Practical papers	100 marks
i. External examination:	70 marks
ii. Continues Assessment	30marks
Continues Assessment (1 st to 8 th week)	15marks
Continues Assessment (9 th to 16 th week)	15marks

(Continues assessment involves any of these activities i.e., presentation, assignments, tests, portfolio)

- Each student has to score minimum of 40% in each papers.

e) Industrial Internship:

- After completion of 5th semester, including semester holidays during 6th semester an internship program shall be attended by the students under the supervision of internal and external guide and submit report
- Evaluation of internship project: 30 marks for Continues Assessment, 40 marks for Report by subject faculty, VIVA VOCE for 30 marks conducted by Internal and external examiner selected by BOE

c) Project work (Portfolio)

- During the 6th semester students will work on their final portfolio under the guidance of the allotted guide.
- Continues Assessment will evaluated by 30 marks, portfolio work shall be evaluated for 40 by internal guide, VIVA VOCE for 30 marks conducted by Internal and external examiner selected by BOE

8. Conduct of Examination

- Conduct of examination and announcement of results, revaluation are as per University of Mysore regulations

9. Scheme of academics

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SEMESTER I

Paper	Title of the Paper	Credits			Credits	CA		Theory Exam		Practical Exam		Total	
		L	T	P		Max	Min	Max	Min	Max	Min	Max	Min
JD1.1T	BUSINESS COMMUNICATION	3	0	0	3	30		70	28			100	40
JD1.2T	HISTORY OF JEWELLERY AND ART	3	0	0	3	30		70	28			100	40
JD1.3T	COMPUTER FUNDAMENTALS	3	0	0	3	30		70	28			100	40
JD1.4 T	INDIAN CONSTITUTION	3	0	0	3	30		70	28			100	40
JD1.5T	MANAGEMENT OF ORGANISATION	3	0	0	3	30		70	28			100	40
JD1.6P	FUNDAMENTALS OF DESIGN (PRACTICAL)	0	0	3	3	30				70	28	100	40
JD1.7P	ORTHOGRAPHIC DRAWING (PRACTICAL)	0	0	3	3	30				70	28	100	40
	TOTAL				21							700	

SEMESTER II

Paper	Title of the Paper	Credits			Credits	CA		Theory Exam		Practical Exam		Total	
		L	T	P		Max	Min	Max	Min	Max	Min	Max	Min
JD2.1T	RETAIL MANAGEMENT	3	0	0	3	30		70	28			100	40
JD2.2T	HUMAN RESOURCE MANAGEMENT	3	0	0	3	30		70	28			100	40
JD2.3T	ENVIRONMENTAL STUDIES	3	0	0	3	30		70	28			100	40
JD2.4T	METALLURGY	3	0	0	3	30		70	28			100	40
JD2.5P	COREL DRAW (PRACTICAL)	0	0	3	3	30		70	28			100	40
JD2.6P	BASIC TECHNIQUES IN JEWELLERY DESIGN (PRACTICAL)	0	0	3	3	30				70	28	100	40
JD2.7P	JEWELLERY PRODUCTS (PRACTICAL)	0	0	3	3	30				70	28	100	40
	TOTAL				21							700	

SEMESTER III

Paper	Title of the Paper	Credits			Credits	CA		Theory Exam		Practical Exam		Total	
		L	T	P		Max	Min	Max	Min	Max	Min	Max	Min
JD3.1T	DIGITAL MARKETING	3	0	0	3	30		70	28			100	40
JD3.2T	ACCESSORY DESIGNING	3	0	0	3	30		70	28			100	40
JD3.3T	DIAMONDS – I	3	0	0	3	30		70	28			100	40
JD3.4T	FINANCIAL MANAGEMENT	3	0	0	3	30		70	28			100	40
JD3.5P	DIAMONDS - II (PRACTICAL)	0	0	3	3	30				70	28	100	40
JD3.6P	DIGITAL JEWELLERY STUDIO (PHOTOSHOP)	0	0	3	3	30				70	28	100	40
JD3.7P	ADVANCED TECHNICAL DESIGN - PLAIN METAL (PRACTICAL)	0	0	3	3	30				70	28	100	40
	TOTAL				21							700	

SEMESTER IV

Paper	Title of the Paper	Credits			Credits	CA		Theory Exam		Practical Exam		Total	
		L	T	P		Max	Min	Max	Min	Max	Min	Max	Min
JD4.1T	PRODUCTION METHODS & QUALITY CONTROL	3	0	0	3	30		70	28			100	40
JD4.2T	GEMMOLOGY – I	3	0	0	3	30		70	28			100	40
JD4.3T	ENTREPRENEURSHIP DEVELOPMENT	3	0	0	3	30		70	28			100	40
JD4.4T	MANUFACTURING TOOLS AND TECHNIQUES I	3	0	0	3	30		70	28			100	40
JD4.5P	GEMMOLOGY – II (PRACTICAL)	0	0	3	3	30				70	28	100	40
JD4.6P	DIGITAL JEWELLERY STUDIO -I (RHINO BASICS)	0	0	3	3	30				70	28	100	40
JD4.7P	ADVANCED TECHNICAL DESIGN -STUDED/ (PRACTICAL)	0	0	3	3	30				70	28	100	40
	TOTAL				21							700	

SEMESTER V

Paper	Title of the Paper	Credits			Credits	CA		Theory Exam		Practical Exam		Total	
		L	T	P		Max	Min	Max	Min	Max	Min	Max	Min
		JD5.1T	LUXURY & RETAIL JEWELLERY SEGMENTS	3		0	0	3	30		70	28	
JD5.2T	GEM AND JEWELLERY EXPORTS	3	0	0	3	30		70	28			100	40
JD5.3T	CUSTOMER RELATIONSHIP MANAGEMENT.	3	0	0	3	30		70	28			100	40
JD5.4T	MARKETING, BRANDING AND MANAGEMENT	3	0	0	3	30		70	28			100	40
JD5.5P	ADVANCED TREND DESIGN AND PORTFOLIO (PRACTICAL)	0	0	3	3	30				70	28	100	40
JD5.6P	DIGITAL JEWELLERY STUDIO -II (RHINO+MATRIX) /(PRACTICAL)	0	0	3	3	30				70	28	100	40
JD5.7P	MANUFACTURING TOOLS AND TECHNIQUES – II (PRACTICAL)	0	0	3	3	30				70	28	100	40
TOTAL					21							700	

SEMESTER VI

Paper	Title of the Paper	Credits			Credits	CA		Theory Exam		Practical Exam		Total	
		L	T	P		Max	Min	Max	Min	Max	Min	Max	Min
		JD6.1P	INTERNSHIP PROJECT	0		0	20	10	30		30 marks for Continues Assessment, 40 marks for Report by subject faculty, VIVA VOCE for 30 marks conducted by Internal and external examiner selected by BOE, minimum marks 28		100
JD6.2P	PORTFOLIO PRESENTATION	0	0	10	10	30		Continues Assessment will evaluated by 30 marks, portfolio work shall be evaluated for 40 by internal guide, VIVA VOCE for 30 marks conducted by Internal and external examiner selected by BOE, minimum marks 28		100	40		
TOTAL					20							200	

SEMESTER – I

BUSINESS COMMUNICATION

SUBJECT CODE: JD1.1T

TOTAL NO HRS: 48HRS

OBJECTIVES:

- To make students equipped with the managerial skill sets to give solutions to the real-world business problems

UNIT 1-INTRODUCTION

8HRS

Attributes of communication: Essentials of good communication. Process of communication; Receiver, sender, encoding, decoding, response; Barriers to communication: physical barriers, language (semantic barriers) socio-psychological barriers, cross cultural barriers methods to overcome the barriers.

UNIT2-OBJECTIVE AND TYPES OF COMMUNICATION

6HRS

Information, order, education and training, motivation, Counselling, warning, request, complaint; horizontal, vertical, upward, downward communication; Channels of communication: formal and informal communication; advantages and disadvantages; Grapevine communication: introduction, advantages and disadvantages.

UNIT 3-MEDIA AND MODE OF COMMUNICATION

10HRS

Media and Modes of communication: telephone, mobile phones, internet, print media, electronic communication, video conferencing, films, television, fax; methods of communication: verbal – oral and written; nonverbal communication, body language, gesture, handshakes, posture, eye contact; graphics; Forms of communication one to one communication, group communication, types of group communication; problems of group communication.

UNIT 4- MARKETING

8HRS

Meeting: types of meetings: advantages and disadvantages of meetings; conduct of meeting, writing notice, agenda and minutes; Listening, importance of listening, steps in listening, blocks to effective listening, improving listening skills.

UNIT 5- WRITING COMMUNICATION

8HRS

Written Communication: Tactful use of language, handling negative-ness; active and passive voice; techniques of emphasis; Business letters, layout of business letters; parts of a letter, style of layout, Types of business letters, personnel letters, enquiries and replies, orders and replies, complaints and claims, sales letters; Job applications, writing covering letter, writing resumes, letters to applicants.

UNIT 6- SUMMARIZATION AND REPORT WRITING

8HRS

Uses of summarizing skills, Negotiation skills: Nature and need for negotiation, Factors affecting negotiation, negotiation strategies; Report writing: types of reports, structure of a report, parts, parts of a

report; Presentations: layout of a presentation, advantages and disadvantages.

REFERENCE BOOKS

1. Chaturvedi P. D, & Mukesh Chaturvedi, Business communication: concepts, cases and applications –,2/e, Pearson Education,2011
2. Mary Ellen Guffey, Business communication: process and product –, 3/e, Cengage Learning, 2002.
3. Communication – Rayudu C. S, HPH.
4. Lesikar, Flatley, Business communication, Rentz & Pande, 11/e, TMH, 2010
5. Penrose, Rasberry, Myers, Advanced Business Communication, 5/e, Cengage Learning, 2004.
6. Lehman, DuFrene, Sinha B. Com, Cengage Learning, 2/e, 2012
7. Madhukar R. K, Business communication, 2/e, Vikas Publishing House.
8. Ashraf Rizvi M, Effective technical communication, TMH, 2005.
9. Sehgal M. K & Khetrapal V, Business communication, Excel BOOKS.
10. Krizan, Merrier, Jones Business communication, 8/e, Cengage Learning, 2012.
11. Raj Kumar, Basic business communication, Excel BOOKS, 2010.

HISTORY OF JEWELLERY AND ART

SUBJECT CODE: JD1.2T

TOTAL NO HRS: 48HRS

OBJECTIVES:

- The objective of this course is to impart knowledge of the History and importance of Jewellery from ancient times.

UNIT 1-HISTORY OF ART AND JEWELLERY **10HRS**

Introduction to art and ornament, The ancient world, The middle age / masterpiece of middle age, Materials used in jewellery and ancient methods, Baroque to revolution

UNIT 2-JEWELLERY ERAS FROM 18TH& 19TH CENTURY GREAT BRITAIN **8HRS**

Georgian era jewellery (1714 to 1830, Victorian era jewellery (1837 to 1901)...mid and late Victorian period, Edwardian period jewellery, La Belle époque jewellery (1895 to 1914)

UNIT 3-ARTNOUVEAU **6HRS**

Origins, Form and character, Relationship with contemporary style and movements, Sculpture and jewellery

UNIT 4- -ART DECO OR STYLE MODERN **10HRS**

Etymology, origins and history, Art deco characteristics and materials, Retro, Influence.

UNIT 5-INDIAN JEWELLERY **8HRS**

History of Indian jewellery (The origin and growth of jewellery in India), Types of Indian

Jewellery, A historic recount of Mughal jewellery, Significances of Indian jewellery, Tribal jewellery.

UNIT 6- JBI (JEWELLERY BUSINESS IN INDIA)

6HRS

Identification of ancient jewellery using Sanskrit, Hindi & other metallic coins and their trend, Specialty in ornaments worn by people in different state and region, Importance of jewellery – Currency, Functional use, Symbolism, Protection, Artistic Display and Personal Expression. Modern trends in jewellery designs in India, Application of knowledge on ancient Indian jewellery to design modern jewellery.

REFERENCE BOOKS

1. Jewellery of India by Chaturvedi.
2. Jewellery and personal adornment by Kamala Dong.
3. Traditional jewellery by Oppi Untracht.

COMPUTER FUNDAMENTALS

SUBJECTCODE: JD1.3 T

TOTAL NO HRS: 48 HRS

OBJECTIVES:

- To learn about basics of computer and operating system

UNIT 1-INTRODUCTION

10HRS

Introduction and basic concepts of computer, Development of computer systems, Generations of computer, Applications of Computer, Input/output devices, Types of computer- Super Computer, Mainframe Computer, Mini Computer, Micro Computer, Components of computer.

UNIT 2-HARDWARE AND SOFTWARE

8HRS

Computer Storage, Computer memory, RAM, ROM, Secondary storage devices, Hardware and software, Types of software, System software- Computer languages, Translators, Application software's, Operating systems.

UNIT 3-COMPUTER NETWORKING

8HRS

Computer Networking, Types of Networks- LAN, WAN, MAN, Internet and intranet, connecting to Internet, Internet Applications, Search Engines, and Network Topology.

UNIT 4-DATABASE MANAGEMENT

8HRS

Database, Elements of database, Database Management System, Types of Database Management Systems, Applications of DBMS, Database Administrator, Data warehouse.

UNIT 5-MISCROSOFT OFFICE

7HRS

DOS (Disk operating system), Command prompt, Microsoft Office, MS word, MS Excel, Basic Functions, Microsoft PowerPoint, Computer Aided Design, Electronic Data processing.

UNIT 6- INTERNET PRIVACY AND SECURITY

7HRS

Computer Security & Ethics, Issues and Internet Privacy, Computer Viruses, Spyware and malware, Security solutions, Disaster Recovery.

REFERENCE BOOKS:

1. Computer Fundamentals- HK Gundu Rao, N.S Manjunath & M.N Nachappa, Sumukha Publications, Third Edition.
2. Computer Fundamentals- Pradeep K. Sinha & Priti Sinha, BPB Publications, 6thedition.
3. Fundamentals of Computers- V. Rajaraman, PHI Publications.
4. Computer Fundamentals- Anita Goel, Pearson Publications.
5. Fundamentals of Computers- E Balagurusamy, McGraw Hill Education,2009.
6. Fundamentals of Computers- Reema Thareja, Oxford Publications.
7. Fundamentals of Computers- Vishal Soni, Himalaya Publishing House.

INDIAN CONSTITUTION

SUBJECT CODE: JD1.4 T

TOTAL NO HRS: 48HRS

OBJECTIVES:

- Learn what citizenship is and what being a good citizen means.
- Understand the broad categories of Fundamental Rights guaranteed by the Constitution to its citizens.
- Understand the Civic Duties that can help the students make their neighborhood, city, and country better.

UNIT1-CONSTITUTION – STRUCTURE AND PRINCIPLES

8HRS

Meaning and importance of Constitution. Making of Indian Constitution – Sources Salient features of Indian Constitution

UNIT 2-FUNDAMENTAL RIGHTS AND DIRECTIVE PRINCIPLES

6HRS

Fundamental Rights. Fundamental Duties. Directive Principles.

UNIT 3-GOVERNMENT OF UNION

6HRS

President of India – Election and Powers. Prime Minister and Council of Ministers, Lok Sabha – Composition and Powers, Rajya Sabha – Composition and Powers.

UNIT 4- GOVERNMENT OF THE STATES

8HRS

Governor – Powers ,Chief Minister and Council of Ministers , Legislative Assembly – Composition and powers , Legislative Council – Composition and powers

UNIT 5-THE JUDICIARY

10HRS

Features of judicial system in India, Supreme Court –Structure and jurisdiction, High Court – Structure

and jurisdiction

UNIT 6-ADMINISTRATIVE ORGANISATION AND CONSTITUTION 10HRS

Federalism in India – Features, Local Government -Panchayats –Powers and functions; 73rd and 74th amendments, Election Commission – Organization and functions, Citizen oriented measures – RTI and PIL – Provisions and significance

REFERENCES BOOKS:

1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)
2. M. V. Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)
3. J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55th edn.)
4. Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; Lexis Nexi

MANAGEMENT OF ORGANISATION

SUBJECT CODE: JD1.5T

TOTAL NO HRS: 48 HRS

OBJECTIVE:

- The objective of this course is to familiarize the students with the basic Management concepts. It deals with the evolution and development of Management thoughts, nature and description of managerial functions.

UNIT 1-INTRODUCTION 8HRS

History of management thought, Role of a manager, managerial level and skills, managerial functions- Leadership, Leader vs. Manager, types of leaders, effective leadership

UNIT 2-PLANNING AND MANAGEMENT 7HRS

Definition-meaning-importance, types of plans, process of planning, by objectives, process of management, strengths and limitations.

UNIT 3-ORGANIZATION, CONTROL AND COORDINATION 6HRS

Organization structure, different types of structures, design process, Controlling- process, types of control, importance of control in management, Coordination- need for coordination- effective coordination- principles of coordination

UNIT 4- -DECISION MAKING AND PROBLEM SOLVING 7HRS

Introduction to problem solving and decision making, types of decision- programmed and non-programmed , Decision making stages, making steps, Cognitive and personal Biases, Post decision analysis

UNIT 5-FOUNDATIONS OF INDIVIDUAL BEHAVIOUR 10HRS

Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities,

Physical ability, the role of disabilities.

Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

Attitude: Formation, components of attitudes, relation between attitude and behaviour.

Perception: Process of perception, factors influencing perception, link between perception and individual decision making.

Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self-management, social awareness, relationship management.

UNIT 6-MOTIVATION AND LEADERSHIP

10HRS

Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership.

REFERENCE BOOKS:

1. Koontz, Essentials of Management, 8/e, McGraw Hill
2. VSP Rao, Management: Text and Cases Excel BOOKS
3. Chuck Williams, **An Innovative approach to teaching and learning Principles of Management**, Cengage Publications,2010
4. Kiran Nerkar, **Principles and practices of Management**, Vilas Chopde, Dreamtech Press,2011
5. Stephen P Robbins, Timothy A. Judge, **Organizational behavior**., Neharika Vohra, 14thEdition, Pearson,2012.
6. Michael Butler, **Introduction to Organisational Behaviour**, Jaico Publishing House,
7. Ashwathappa, **Organization Behavior**, Himalaya Publication House

FUNDAMENTALS OF DESIGN

SUBJECT CODE: JD1.6 P

TOTAL NO HRS: 48 HRS

OBJECTIVES: to learn about basic principles and elements of design

UNIT 1-FOUNDATION ART

8HRS

Introduction to materials-(black and white), Drawing Lines (horizontal, vertical, wavy, diagonal, broken, thick and thin, gradation, spirals etc), Different pencils and their uses, Forms-circles, squares, other Geometrical shapes.

UNIT 2-INTRODUCTION TO COLOR CONCEPT

6HRS

Basic color concept, Different color groups, Simple and complex color wheel, colour

Gradation

UNIT 3-RENDERING

10HRS

Basic rendering concept, Light effect on different objects, Shading of different forms and shapes
Black and white object rendering,

UNIT 4-METALRENDERING TECHNIQUES

8HRS

Metal effect rendering-different objects, plain metal rendering-14kt, 18kt, 22kt &24kt, Brush finish, hammering, sand blast, rosé gold, antique finish (Silver and Gold)

UNIT 5-MOTIF FORMATION

8HRS

Definition& types of Motifs, composition with motifs-formal / informal & Positive and negative, motif development-form generation & Manipulation, Translating motif compositions into Jewellery design.

UNIT 6-PERSPECTIVE

8HRS

Introduction to various perspective views, use of perspective in representing jewellery, One& Two point perspective- vanishing point, construction of objects in various angles, Isometric Projection- methodology, uses, construction of objects using isometric projection & Plano- metric drawing, Orthographic projection

REFERENCE BOOKS:

1. How to Create Your Own Jewelry Line: Shapiro, Emilie
2. Jewellery Illustration and Design - by Manuela Brambatti
3. Art of Jewelry Design - by Maurice P. Galli
4. Creative Stone setting: John Cogswell

ORTHOGRAPHIC DRAWING

SUBJECT CODE: JD1.7P

TOTAL NO HRS: 48 HRS

OBJECTIVE:

The objective of this course is to familiarize the students with the basic drawing concepts. It deals with the evolution and development of thinking thoughts and understands the views of objects.

UNIT 1-INTRODUCTION

8HRS

Introduction to Orthographic drawing, six principle views, the glass box method, Importance of Orthographic drawing

UNIT2-PLANE GEOMETRY

7HRS

Lines and types of lines, Angles, Rectilinear figures, Circles and tangents, Special curves – Parabola,

involute, cycloid, helix and sine curve

UNIT 3-SCALES AND DIMENSIONS

6HRS

Introduction to Scales and Dimensions, Importance of using scale in Drawing, Importance of Dimensioning, Types of Dimensions, Types of scales

UNIT4-PROJECTIONS

10HRS

Projection, Types of projections, Orthographic projection, First and third angle projection (Prisms, Pyramid, Cylinder and cones), Importance and Application

UNIT5-SOLID GEOMETRY

8HRS

Orthographic projections of points and lines, Orthographic projections of regular plane figures, Orthographic projections of right regular solids

UNIT6-VIEWS

9HRS

Introduction to views, Types - Isometric, Axonometric and Oblique view of objects, Advantages

REFERENCE BOOKS:

1. K Venugopal, Engineering Drawing and Graphics
2. V R Gupta, Engineering Drawing
3. N D Bhatt and V M Panchal, Engineering Drawing
4. RK Dhawan, A Textbook of Engineering Drawing
5. NS Parthasarathy and Vela Murali, Engineering Drawing.

SEMESTER -II
RETAIL MANAGEMENT

SUBJECTCODE: JD2.1 T

TOTAL NO HRS: 48HRS

OBJECTIVE:

- Retail Management deals with selling of goods and services to consumers. It involves direct interactions with the customers and co-coordinating business activities from designing of a product to its delivery and post delivery services.

UNIT 1-INTRODUCTION TO THE WORLD OF RETAILING 8HRS

History of retail, Retail overview and present scenario .Concept and Functions performed by retailers.
Emerging Trends and career opportunities in retailing

UNIT 2-TYPES OF RETAILERS: 7HRS

Retailer characteristics. Retail Formats - Store based, Non-store based, Web based. Various format within store based retailing e.g. specialty store, hyper market, and supermarket.

UNIT 3-BUYING DECISION PROCESS 6HRS

The buying process - need recognition, information search, evaluation of alternatives. Social factors influencing the buying process family, reference groups and culture.

UNIT 4- -RETAIL MARKET STRATEGY 10HRS

Definition of retail and market strategy. Target market Building a sustainable competitive advantage like - customers loyalty, location, human resource management, distribution and information system, vendor relations. Growth Strategies - Market penetration, market expansion, retail format development diversification, integration. Global Retail Strategies. Strategic retail planning process.

UNIT 5-SUPPLY CHAIN MANAGEMENT 9HRS

Introduction to supply chain management. The distribution across center's 24. Collaboration between retailer and vendor in SCM D. Inventory Management E. Warehousing F. Transpiration G. Use of IT in SCM.

UNIT 6-ONLINE CATEGORY MANAGEMENT 8HRS

Online category management, Traffic drivers, profit drivers, loyalty builders, Behavioral Merchandising.

REFERENCE BOOKS

1. Newman A. J. and Cullen P - Retailing: Environment and Operations (Vikas).
2. Berman B abd Evans J. R., Retail Management (Pearson Edition).
3. Michael Levi M and Weitz B W - Retailing Management (Tata McGraw Hill)
4. Dunne Patrick M, Lusch Robert F and Griffith David A - Retailing (Cengage Learning).
5. Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education)

HUMAN RESOURCE MANAGEMENT

PAPER CODE: JD2.2T

TOTAL NO HRS: 48 HRS

OBJECTIVES:

- To prepare the students to understand the changing environment and its implication for managing the Human Resources to achieve the competitive advantage and corporate excellence.
- To make the students to understand the linkages between corporate vision mission strategies policies and human resources management.
- To help the students to understand the intricacies of Human Resources management and acquire skills in effectively managing human resources in whatever functional areas of management they would be engaged

UNIT 1-HUMAN RESOURCE MANAGEMENT	10HRS
Introduction, meaning, nature, scope of HRM. Importance and Evolution of the concept of HRM. Major functions of HRM, Principles of HRM, Role of HR Manager.	
UNIT 2-JOB ANALYSIS	10HRS
Meaning, process of Job Analysis, methods of collecting job analysis data, Job Description and Job Specification, Human Resource Planning Objectives, Importance and process of Human Resource Planning,	
UNIT 3-RECRUITMENT	7HRS
Definition, Constraints and Challenges, Sources and Methods of Recruitment Selection: Definition and Process of Selection. Placement: Meaning, Induction/Orientation, Internal Mobility, Transfer, Promotion, Demotion and Employee Separation.	
UNIT 4- TRAINING AND DEVELOPMENT	6HRS
Training v/s development, Training v/s Education, Systematic Approach to Training, Training Methods	
UNIT 5-PERFORMANCE APPRAISAL	7HRS
Concept of Performance Appraisal, the Performance Appraisal Process, Methods of Performance Appraisal	
UNIT 6-EMPLOYEE WELFARE	8HRS
Introduction, Types of Welfare Facilities and Statutory Provisions. Employee Grievances: Employee Grievance procedure, Grievances Management in India Trade unions and trade unionism: Theories of trade unions, trade union law, trade unionism in India, issues and problems, employees associations.	

REFERENCE BOOKS

1. VSP Rao, Human Resource Management, EB
2. Wayne F Cascio, Managing Human Resources, TMH
3. Fisher, Schoenfeldt and James Shaw, Human Resource Management, Biztantra
4. Raymond, John, Barry and Patrick, Human Resources Management, TMH
5. Robert Mathis and John Jackson, Human Resource Management, Thomson
6. Gary Dessler, Human Resource Management, Pearson
7. Jyothi and Venkatesh, Human Resource Management, Oxford
8. Angelo DeNisi and Ricky Griffin, Human resource Management, Biztantra
9. Wayne Mondy and Robert Noe, Human Resource Management, Pearson

ENVIRONMENTAL STUDIES

SUBJECT CODE- JD 2.3T

TOTAL NO HOURS- 48 HRS

OBJECTIVES:

- To make the students aware about the environment, its importance and basic components.
- To develop an understanding about the concept, scope and importance of the discipline
- Environmental Studies

UNIT 1-BASIC OF ENVIRONMENTAL STUDIES

8HRS

Definition, Nature, Scope and Importance; Components of environment: Environmental education

UNIT 2-NATURAL RESOURCES

10HRS

Renewable & Non-renewable Resources Nature and natural resources their conservation and associated problems, Forest resources: Uses, types and importance, Joint Forest Management & Tribal population, Deforestation and its effects , Water resources: Distribution of water on Earth; Use, over exploitation of surface and ground water; Dams: Benefits and problems; Flood and Drought , Mineral resources: Mineral resources in India; Use and exploitation, Social impacts of mining , Food resources: World food problems and food insecurities. , Energy resources: Renewable and Non-renewable energy sources; Use of alternate energy sources - Case studies, Land resources: Land as a resource; Land degradation, landslides, soil erosion, desertification, Use of resources for sustainable development

UNIT 3-ECOLOGY & ECOSYSTEMS

7HRS

Concept of ecology, Population ecology, Community ecology, Concept of an ecosystem, different types of ecosystem, Food chains, food webs and ecological succession, Energy flow in the ecosystem and energy flow models

UNIT 4- -BIODIVERSITY & CONSERVATION

6HRS

Biodiversity: Levels of biological diversity, Values of biodiversity , Hot-Spots of biodiversity, Mega-biodiversity countries ,Threat to biodiversity, Threatened and endemic species of India, Conservation of biodiversity (In- situ and Ex-situ) , Ecosystem services: Ecological, Economic, Social, Ethical, Aesthetical and Informational

UNIT 5-ENVIRONMENTAL POLICIES & PRACTICES

7HRS

Constitutional Provisions for protecting environment- Articles 48(A), 51 A (g) Environmental Laws: The Environment (Protection) Act, 1986; The Air (Prevention and Control of Pollution) Act, 1981; The Water (Prevention and Control of Pollution) Act 1974; Forest (Conservation) Act, 1980 ,The wildlife Protection Act, 1972 , Climate change, Global warming, ENSO, Acid rain, Ozone layer depletion; Montreal and Kyoto Protocols

UNIT 6- -HUMAN COMMUNITIES & ENVIRONMENT

10HRS

Human population growth; Impacts on environment, Population explosion – Family Welfare Program, Environment and human health: Concept of health and disease; Common communicable and Non-communicable diseases; Public awareness, Environment movements in India: Chipko Movements, Silent Valley Movement, Movements in Karnataka

REFERENCE BOOKS:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
4. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
5. De A.K., Environmental Chemistry, Wiley Eastern Ltd. g) Down to Earth, Centre for Science and Environment Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
6. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.

METALLURGY

SUBJECT CODE: JD 2.4 T

TOTAL NO HRS: 48 HRS

OBJECTIVES:

- This course instructs the students on the types of metals, their occurrence and the production techniques involved with respect to Jewellery.

UNIT 1-INTRODUCTION TO METALLURGY 10HRS

Introduction to the field of metallurgy, History of metallurgy- discovery, ancient uses, developments through various ages, Microscopic structure, Composition and properties of metals, Equipment's and tests used in metallurgy, Occurrence of metals, its Classification – ferrous/nonferrous, noble, base, light, Definition of alloys, reasons for alloying

UNIT 2-PRECIOUS METALS AND THEIR PROPERTIES 8HRS

Introduction to metals used in jewellery- precious metals, Gold- properties of gold, occurrence, extraction methods, recovery and refining process, Alloys of gold, gold testing methods, Silver- properties of silver, occurrence and extraction of silver, alloys of silver, silver testing methods, Platinum group- Properties of Platinum, occurrence and extraction of Platinum, alloys of platinum, platinum working methods,

UNIT 3-METALS 7HRS

Metals used in jewellery- copper, brass, aluminum, Nickle, cadmium, their properties, Metals used in jewellery tools and industries

UNIT 4-PRODUCTION PROCESSES USED FOR METALS 8HRS

Melting, alloying, casting, working and annealing, joining techniques, electroplating and allied, Powder metallurgy in jewellery manufacture

UNIT 5- ASSAYING AND HALLMARKING METALS 8HRS

Introduction and importance of metallurgical assaying, the touchstone, X-ray fluorescence, assay/Cupellation, introduction to hallmarking, marks and symbols, and international hallmarking standards.

UNIT 6-CORROSION AND OXIDATION OF MATERIALS 7HRS

The principles of corrosion; Protection against corrosion; Mechanism of oxidation; Oxidation resistant materials.

REFERENCE BOOKS:

1. Anish Upadhyaya and G.S. Upadhyaya: Powder Metallurgy: Science, Technology and Materials, Universities Press-IIM Series in Metallurgy and Materials Science.
2. Metals in Service of Man, 10th Edition (Penguin Science), Penguin Books, U.K. (1994).
3. Introduction to Precious Metals by Mark Grimwade
4. Jewelry Metals by Manufacturing Jewelers & Suppliers of America (Author), James Binnion (Editor)

COREL DRAW

SUBJECT CODE: JD2.5P

TOTAL NO HRS: 48 HRS

OBJECTIVES:

This course will train the students in all the tools and techniques of jewellery specific software to enable them to design jewellery with the aid of the computer.

UNIT 1- INTRODUCTION TO CDR

8HRS

Saving in different formats, exporting and importing files and opening files, Creating basis shapes, Filling with color, changing outline properties, color palette, Drawing with line tools, brush styles, Shaping and re-shaping.

UNIT 2- PROPERTIES

10HRS

Changing fill properties – Texture, pattern, fountain fill, Picking, moving and deletion of objects, Resizing, rotating, transforming objects, Cropping, slicing, erasing, Smudging, roughening objects, Grouping, arranging objects, using guidelines.

UNIT 3- EDITING

8HRS

Duplicating, copying objects, mirroring, Table and graph paper, Trimming objects, Special fill tools – smart fill, interactive fill tool, interactive mesh tool/drawing tools, Connector tools, linking objects, Using symbols & clip art.

UNIT 4- GEM STONE SETTING

8HRS

Introduction: Prong settings, Pave, Channel settings, Flush settings, Invisible settings, Bezel application and Importance.

UNIT 5- EFFECTS & APPLICATION

8HRS

Blending objects, contouring, Distorting objects, Perspective effects / shadow effects, Transparency effect, Tent properties, enveloping tent, Using symbols & clip art, Zooming / viewing, showing printable area.

UNIT 6- JEWELLERY CREATION

10HRS

Creating jewellery – Pendant, earrings, rings, bangles & Necklaces.

REFERENCE BOOKS

1. Corel Draw Training Guide by Satish Jain
2. CorelDRAW X8: The Official Guide by Gary David Bouton
3. CorelDRAW Essentials 2021 - Training Book with many Exercises: Suitable for CorelDRAW Essentials 2021 and CorelDRAW 2021 by Peter Schiessl
4. Learning Corel Draw the Easy Way: Learn Corel Draw in the most efficient and simple way by Hemal Shah

BASIC TECHNIQUES IN JEWELLERY DESIGN

SUBJECT CODE: JD2.6P

TOTAL NO HRS: 48 HRS

OBJECTIVES:

The aim of this course is to impart knowledge on alternative materials and the techniques that can be used to create Jewellery.

UNIT 1-INTRODUCTION 8HRS

Historical perspective, usage of experimental jewellery, Designers creating experimental jewellery, Researching themes and ideas, Design considerations, techniques

UNIT 2-MEASUREMENTS 7HRS

Dimensions and scales used in jewellery, Taking measurements for different type Jewellery (earrings, Neckpieces, bangles). Standard measurements of all types of jewellery (Men & Women) & calculation.

UNIT 3-MOTIF STYLIZATION 8HRS

Motif generation, composition with motifs-formal / informal & Positive and negative, motif development-form generation & Manipulation, Translating motif compositions into Jewellery design. Techniques of motif generation, Modulations and Variations, Stylized motifs.

UNIT 4-SETTINGS 7HRS

Types of Jewellery setting- Prong, Pave, Channel, Claw setting. Grain setting. Bezel, Pressure, invisible, illusion, tension, flush setting. And Cluster.

UNIT 5 -WIRE WRAPPED JEWELRY 10HRS

Wire wrapping , Wire-Wrapped Jewelry Techniques , wire wrapping methods, such as forming bent-wire links, working a wrapping pattern, wrapping sequential layers, embellishing decorative loops, adding coil elements,

UNIT 6-DESIGNING EXPERIMENTAL JEWELLERY 8HRS

Selecting a theme/ material for experimentation, understanding and exploring possibilities in chosen materials, combining traditional jewellery techniques with experimental material, design developments, exploring end users and sale points, showcasing experimental jewellery.

REFERENCE BOOKS

1. The Complete Guide to Making Wire Jewelry: Wing Mun Devenney
2. Making Copper Wire Earrings Lora S. Irish.
3. The Metalsmith Society's Guide to Jewelry Making: Corkie Bolton
4. Metal Style Karen Dougherty.

JEWELLERY PRODUCTS

SUBJECT CODE: JD2.7P

TOTAL NO HRS: 48HRS

OBJECTIVES:

- This course aims to educate the students on the important categories and sub-types in Jewellery. Students will have an in-depth knowledge of the various product types and their special features.

UNIT 1-RINGS

10HRS

Introduction and historical perspective on rings, Classification of rings- Bridal rings- wedding bands, engagement rings, bridal set rings, Solitaire rings, eternity rings, promise rings, Cluster rings, Right Hand rings, Cocktail rings, other fancy rings, Technical considerations while designing rings, 3D prospective drawing ring.

UNIT 2-EARRINGS

7HRS

Classification of Studs & earrings, On the ear -Studs and buttons, Hanging style – Drops, danglers Hoop style- Huggies, Bali's etc., styles – Chandeliers, Shoulder dusters, Design and technical considerations for earrings, Perspective design techniques

UNIT 3-PENDANTS AND NECKLACES

8HRS

Introduction and historical perspective on Pendants, Classification of Pendants- Locketts, medallions, tassels, sliders etc, Introduction and historical perspective on Necklaces, Classification of necklaces- by lengths, Types of necklaces- Bib, collarets, Festoon, Riviere, Y- necklace, Asymmetrical, Design and technical considerations for necklaces and pendants

UNIT 4- BANGLES AND BRACELETS

6HRS

Introduction and historical perspective on Bangles and Bracelets, Classification- Bangles, Fixed and elliptical bracelets, Tennis bracelets, link bracelets, Cuff bracelets, charm bracelets, Design and technical considerations for bangles and bracelets

UNIT 5-BROOCHES, TIEPINS AND OTHER PRODUCT CATEGORIES

10HRS

* Introduction and historical perspective, Brooches, cufflinks, tiepins, Tiara, head ornaments, nose pins etc, Belt style ornaments, anklets and other foot ornaments

UNIT 6-OTHER PRODUCT CATEGORIES

7HRS

Manga sutras, Antique Jewellery to Latest, Detachable jewellery, Watches, Pens, Miscellaneous Jewellery

REFERENCE BOOKS:

1. Tish Pollack, The Essential Guide to Epic Jewelry Design, 2017
2. Suzanne Ramljak, Unique by design, 2014
3. Karen Dougherty, Metal Style, 2011
4. Tammy Powley, First Time Jewelry Making, 2019
5. Robert Von Neumann, The design and creation of jewelry
6. Tiaras: A History on Splendour
7. Grether, P. A. (1984) The technology of setting. Editions AR, Switzerland.

SEMESTER III

DIGITAL MARKETING

SUBJECT CODE: JD 3.1T

TOTAL NO HRS: 48HRS

OBJECTIVE:

The approach of marketing gets differ in online marketing, we use techniques like SEO, SMM, SEM, Content Marketing to increase the visibility of our business.

UNIT 1- INTRODUCTION TO DIGITAL MARKETING 8HRS

Introduction to marketing, Introduction to Digital Marketing, Modules of Digital Marketing, Why Digital Marketing Buzz, Opportunities in India & Growth Projection

UNIT 2-CONTENT WRITING & GRAPHIC DESIGNING 7 HRS

Basic Guidelines of Article Writing, Difference between Article Writing & Website Content Writing, Impact of Graphics in Digital World, and Creating Various Graphic Designs for Various Digital Platforms using Canvas.

UNIT 3- BASICS OF DIGITAL MARKETING 6 HRS

Introduction to Keyword, Types of keywords, Website -Types of websites, Domain, purchasing a domain, basics of website building. Nomenclature of Digital Marketing - Snippets, SERP, Key Metrics DA, PA, LPS etc. Digital Marketing Budgeting

UNIT 4- SEO, SEM & WEBSITE ANALYSIS 7 HRS

What is SEO and how it works. What is SEM and how it works. Difference between SEO & SEM. Push v/s pull marketing. Website working analysis

UNIT 5-ADS 10 HRS

Introduction to google ads. Search ads, Display ads, Video ads

UNIT 6-SOCIAL MEDIA MARKETING 10 HRS

Social media, History and its importance .Marketing Opportunities through social media. Face book marketing, Instagram marketing .YouTube marketing, Twitter marketing .E-mail marketing

REFERENCE BOOKS

1. Digital Marketing: by Vandana Ahuja: Oxford University press
2. Understanding digital marketing; by Damian Ryan
3. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns; by Ian Dodson; Wiley publication
4. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World; by Chuck Hemann Ken Burbary; Que Publishing

5. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns; by Ian Dodson; Wiley publication

ACCESSORY DESIGNING

SUBJECT CODE: JD3.2 T

TOTAL NO HRS: 48Hrs

OBJECTIVES:

- To make students understand current accessory categories trends, designs, materials selection, production process, costing and marketing aspects

UNIT 1- FASHION ACCESSORIES 8 HRS

Introduction to Fashion Accessories: definition, history & classification. Categories for men, women and children, functions and features.

UNIT 2- INDIAN & INTERNATIONAL ACCESSORY 7 HRS

Study of accessory designers (Indian & international). Study of iconic accessories and famous accessory design houses and accessory brands (Indian & International). Study of market trends.

UNIT 3- DESIGN AND ILLUSTRATION 6 HRS

Design and illustrate various types of accessories like head gears, Watches, belts, bags, shoe accessories, travel accessories & jewellery.

UNIT 4- CONCEPT DEVELOPMENT 10 HRS

Study of Concept/Inspiration and mood-board development: for an accessory collection. Picking a color story Picking Materials and Hardware, patterns Finding the right images and creating an inspirational tool for the whole design process.

UNIT 5- DESIGN DEVELOPMENT 10 HRS

Design Development: Technical drawing, Functionality of the accessories, using all principles of design, thematic design, Coordination of accessories with the final Project work.

UNIT 6- FINAL PRESENTATION 7 HRS

Students finalize their accessory collection and create a presentation

REFERENCES BOOKS:

- Judith C. Everett, "Guide to Producing a Fashion Show" Fairchild Books, 3rd Revised Edition, 2013.
- Olivier Gerval, "Fashion Accessories" (Studies in fashion), Firefly Books, 2010. 38
- Frings, Gini Stephens, "Fashion: From Concept to Consumer", Prentice Hall, 9th Edition, 2007.
- John Peacock, "Shoes: The Complete Sourcebook", Thames & Hudson Ltd., 2005.
- John Peacock, "Fashion Accessories: The Complete 20th Century Sourcebook", Thames and Hudson, 2000.

DIAMONDS - I

SUBJECT CODE: JD3.3T

TOTAL NO HRS: 48 Hrs

OBJECTIVES:

The objective of this course is to train the students in the origins, processes and properties of Diamonds.

UNIT 1- INTRODUCTION

10HRS

Overview and historical perspective, Diamond crystallography, formation of diamonds, types of deposits, Diamond Sources worldwide, Mining Companies and Diamond Mining Companies and Diamond Mining Origin, Extracting of Diamonds from rough Crystallography, Diamond as light

UNIT 2- COLOR

10HRS

Introduction and Overview, History of color grading, Equipment's used for color grading, Color grading Classification as per international system, Procedure for color grading theory, diamond and fluorescence

UNIT 3- CLARITY

7HRS

Introduction and overview, Historical perspective, Clarity grading Classification as per international system, Inclusion & Blemishes, Five factors of clarity grading, Clarity Treatments

UNIT 4- CUT AND CARAT

6HRS

Introduction to Cut and finish Grading, Types of cuts, Theory on cutting diamonds, Proportions grading, Polish and symmetry grading, Sewing and Gauging Carat weight estimation, Overview of Mounted jewellery

UNIT 5- SYNTHETIC DIAMONDS AND TREATMENTS

7HRS

Synthetic Diamonds process (CVD and HPHT) , Identification of diamonds from different synthetic and imitation diamonds , Color treatments & their identification, Clarity treatments & their identification, Diamond manufacturing: Designing the rough to polishing the diamond, Pricing: For polished and rough diamonds

UNIT 6- DIAMOND PIPELINE

8HRS

Rough diamond market- Sizing and Shape, DTC – History and importance, Conflict diamond, Kimberly process, sorting for quality and color, the polished diamond market

REFERENCE BOOKS

1. Field, J.E., ed. (1992) *Properties of natural and synthetic diamond*. Academic Press, London, New York.
2. Zaitsev, A.M. (2001) *Optical Properties of Diamond: a Data Handbook*. Springer, Berlin, New York.
3. Diamonds in Nature Ralf Tappert (Author).

FINANCIAL MANAGEMENT

SUBJECT CODE: JD3.4T

TOTAL NO HRS: 48 Hrs

OBJECTIVES:

- To explain the basic functions and responsibilities of a financial department in a business/ firm;
- To elaborate the key decision areas in financial management-investment, financing, dividend and working capital management
- To explain the various techniques of evaluation of investment proposals
- To discuss the various factors to be considered in designing the target capital structure.

UNIT 1- FINANCIAL MANAGEMENT

10HRS

Introduction to financial management, objectives of financial management profit maximization and wealth maximization. Changing role of finance managers.

UNIT 2- INDIAN FINANCIAL SYSTEM

10HRS

Primary market, Secondary market – stocks & commodities market, Money market, Forex markets. (Theory Only)

UNIT 3- TIME VALUE OF MONEY

7HRS

Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization.

UNIT 4- COST OF CAPITAL

7HRS

Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model). Cost of retained earnings. (Theory)

UNIT 5- WORKING CAPITAL MANAGEMENT

8HRS

Factors influencing working capital requirements. Estimation of working capital requirements of a firm only theory

UNIT 6- FUNDAMENTALS OF FINANCIAL MANAGEMENT

6HRS

Main point and content of the financial management ,Role of financial manager in the firm's management ,Principles and functions of the financial management ,Operating conditions of financial management at the company ,System of organizational and informational support of financial management

REFERENCE BOOKS

1. Prasanna Chandra , Financial management -, 8/e, TMH,2011.
2. R K Sharma and Shashi K Gupta, Financial management, Kalyani Publications-2012

3. Khan M. Y. & Jain P. K Financial management, 6/e, TMH, 2011.
4. Rajiv Srivastava and Anil Misra, Financial management, Second edition, Oxford University Press, 2011
5. Vanhorne, James C, Financial management & policy-, 12/e, Pearson, 2002
6. M Pandey, Financial management, Vikas Publications-2013
7. Brigham & Houston, Fundamentals of financial management, 10/e, Cengage Learning
8. Damodaran, Corporate finance, , 2/e, Wiley India (P) Ltd., 2000
9. Paresh P., Shah, Financial management, 2/e, Biztantra.
10. Sheeba Kapil, Fundamentals of financial management, Pearson, 2013

DIAMONDS – II

SUBJECT CODE: JD3.5P

TOTAL NO HRS: 48 Hrs

OBJECTIVES:

UNIT 1- IDENTIFICATION OF DIAMONDS

7HRS

Understanding the 4 'c of diamond grading, Use of 10 x loupe, Use of microscope, Use of other equipment's for diamond grading – Ultraviolet lamp, Sorting tray, Balance scale etc.

UNIT 2- CLARITY GRADING

10HRS

Introduction to clarity grading, Use of 10 x Loupe in clarity grading, Types of inclusions, Use of microscope for clarity grading, Clarity Grading according to the GIA System, Assess clarity grade using other international grading systems

UNIT 3- COLOR GRADING

8HRS

Introduction to color grading, Use of folded white card and Grading lamp, Color comparison master stones, Assess color grade using the GIA system, Assess color grade using other international grading systems

UNIT 4- CUT GRADING AND CARAT WEIGHT

10HRS

Introduction to cut grading and carat weight, Visual estimation of clarity grading, Use microscope for cut grading, Assess cut grade using the GIA system, Assess cut grade using other international grading systems.

UNIT 5- GRADING CHART

6HRS

Grading with the GIA system chart, Grading with 10x loupe, Grading using microscope, Grading of 10 diamonds with the GIA system chart, Grading of 10 diamonds with other international standards like IGI, HRD etc

UNIT 6- DIFFERENTIATING BETWEEN DIAMONDS AND STIMULANTS

7HRS

Types of stimulants, Differentiating between diamonds and simulants by using of 10 x loupe, Differentiating between diamonds and simulants by using Microscope, Differentiating using diamond testers, SG, Ultraviolet rays etc., Practically differentiating 10 diamond stimulants

REFERENCE BOOKS

1. Diamond Grading ABC Books C. A. Publication, Mumbai, Maharashtra
2. Diamond Book: by Michael Freedman.
3. Rough Diamonds by Nizam Peters.

DIGITAL JEWELLERY STUDIO (PHOTOSHOP)

SUBJECTCODE: JD3.6P

TOTAL NO HRS: 48Hrs

OBJECTIVE

Adobe Photoshop is a software application for image editing and photo retouching for use on Windows or MacOS computers. Photoshop offers users the ability to create, enhance, or otherwise edit images, artwork, and illustrations.

UNIT 1 INTRODUCTION

10HRS

How to Start the Photoshop program. Introduction to the Photoshop program, Menu bar & Drawing Toolbox. Selection Tools. Live Demo - Selecting: Images

UNIT 2 PAINTING TOOLS

7HRS

Drawing & painting tools. Image editing & manipulation .Working with text, rasterizing text and images. Working with layers .Live Demo - Loading a Selection and coloring the Selected Area. Live Demo - Making a Layer (Layer Mask).

UNIT 3 PHOTO LIGHTINGS

7HRS

Photo lightings, temperature and color options for background shades, shortcut keys & commands

UNIT 4 DRAWING TOOLS

10HRS

Explanation of various tools like Dodge & blur tool, Rubber Stamp & pattern stamp tool, working with images, channels & masks. Saving and loading selections. Using paths - Design a complete set of fashion jewellery Change Colour of the Stone & Background Texture Make a Model wear the Earrings and a Ring Special effects on images - use Filters to make your designs alluring - Give a flare, give a glow and put the spotlight on your design!

UNIT 5 GIF, JPEG, PDF

8HRS

Saving files with different extensions i.e. GIF, JPEG, PDF and other web supported formats Importing files from CorelDraw or any other applications. Scanning images. Removing watermark

UNIT 6 DESIGN & CONCEPT DEVELOPMENT

6HRS

Design & concept Development: Jewellery Poster, Adding Jewellery on Bride for b/w ads Final Presentation.

REFERENCE BOOKS

1. Adobe Photoshop by Andrew Faulkner (Author), Conrad Chavez (Author)
2. Photoshop CC Bible
3. Photoshop CS6 Beta New Features: Digital Classroom Preview

ADVANCED TECHNICAL DESIGN-PALIN METALS

SUBJECT CODE: JD3.7P

TOTAL NO HRS: 48 Hrs

OBJECTIVES:

- This course will inform the students on the advanced techniques involved in designing jewellery. This includes the technical aspects like components and surface textures. Students will also be able to produce thematic design collections at the end of this course.

UNIT 1- JEWELLERY COMPONENTS

8HRS

Introduction and usage of jewellery components- Types of jewellery findings and components, Links- types of links, usage of links, Catches- types of catches, bar catch, 'S' catch, pin catch, box clasp etc, Hinges – types of hinges, pin hinge, dovetail hinge etc, Findings – earring findings (posts, screw back, ear clips etc), pendants (bails, loops), brooch (pin stems), jewellery components-Rivets, chain ends, beads, jump ring.

UNIT 2- THEME BASED JEWELLERY DESIGN

7HRS

Introduction to themes, Categories of themes – natural, historic, architectural, symbolic, emotional, etc, Researching and documenting a theme, exploring various aspects of the theme, Understanding the importance of mood boards, creating mood boards, Creating inspiration boards based on the selected theme, layouts and presentation of mood boards, Deriving inspiration for designs, brainstorming methods, thinking laterally, Design developments – possibilities

UNIT 3- TECHNIQUES-1

10HRS

Introduction and historical perspective, Rolling mill techniques, Acid Etching and Patinas- techniques and materials used, types of patinas - materials used, process, applications, Filigree, Piercing, Granulation & Doming

UNIT 4- TECHNIQUES-2

10HRS

Types, materials and techniques, Reticulation, Repouse & chasing, Chisseling /Engraving, Stamping/punching, Mokume-gane- techniques and materials used

UNIT 5- TEXTURES, FINISHES

7HRS

Introduction to different textures and finishes, Sand Blast, Glossy finish (10Kt, 14Kt, 18Kt, 22kt), Brush finish, Antique gold & silver finish, other modified textures and finishes

UNIT 6- ENAMELING& INLAY

6HRS

Introduction and historical perspective, types of enameling- champlevé, Basse-taille, cloisonné , plique-a-jour, other varieties of enameling- grisaille, Limoges, etc.

REFERENCE BOOKS

1. Lydia Courteille: Extraordinary Jewellery of Imagination and Dreams.
2. Fine Jewellery Couture: Contemporary Heirlooms.
3. Jewelry Contemporary Design & Technique. Evans, Chuck. – Worcester, MA: Davis Publications, 1983.\
4. An Illustrated Dictionary of Jewelry. Newman, Harold. – London: Thames and Hudson, 1990.

SEMESTER IV

PRODUCTION METHODS & QUALITY CONTROL

SUBJECTCODE: JD4.1T

TOTAL NO HRS: 48HRS

OBJECTIVES

This course will inform the students on the advanced techniques involved in jewellery manufacturing and quality control.

UNIT 1- MANUFACTURING PROCESSES **8HRS**

Manufacturing Processes: Casting: Types of casting processes and applications; Sand casting: patterns – types, materials and allowances; molds and cores–materials, making, and testing; design of gating system and riser; casting techniques and nonferrous metals and alloys; Casting defects and their inspection by non-destructive testing.

UNIT 2- PRODUCT DESIGN AND DEVELOPMENT **7HRS**

Product Design and Development: Principles of product design, tolerance design; Quality and cost considerations; Product life cycle; Standardization, simplification, diversification; Value engineering and analysis; Concurrent engineering; Design for “X”.

UNIT 3- WORK SYSTEM DESIGN **6HRS**

Work System Design: Taylor’s scientific management, Gilbreths’s contributions; Productivity – concepts and measurements; Method study, Micro-motion study, Principles of motion economy; Work measurement – time study, Work sampling, Standard data, PMTS; Ergonomics; Job evaluation and merit rating.

UNIT 4- PRODUCTION CONTROL **7HRS**

Production control: Forecasting techniques – causal and time series models, moving average, exponential smoothing, trend and seasonality; Aggregate production planning; Master production scheduling; MRP, MRP-II and ERP; Routing, scheduling and priority dispatching; Push and pull production systems, concepts of Lean and JIT

UNIT 5- MANUFACTURING SYSTEMS **10HRS**

Manufacturing systems; Logistics, distribution, and supply chain management; Inventory – functions, costs, classifications, deterministic inventory models, quantity discount; Perpetual and periodic inventory control systems.

UNIT 6- CAD/CAM **10HRS**

CAD/CAM in jewellery industry.

REFERENCES BOOKS

1. Contemporary Ergonomics 1995, Ergonomics Society (Great Britain). Conference, CRC Press, 1995
2. Industrial Engineering: Concepts, Methodologies, Tools, and Applications: Concepts, Methodologies, Tools, and Applications, IGI Global, 2012
3. Cases In Strategic Management, Mital, Tata McGraw-Hill Education, 2007
4. Handbook of Research on Trends in Product Design and Development: Technological and Organizational Perspectives: Technological and Organizational Perspectives, Silva, Arlindo, Publisher IGI Global, 2010

GEMMOLOGY – I

SUBJECTCODE: JD4.2T

TOTAL NO HRS: 48Hrs

OBJECTIVES:

To introduce the students to the world of gemstones, their properties and their sources. Students will be able to identify and differentiate between the various categories of gemstones.

UNIT 1- INTRODUCTION

8HRS

Overview of gemstones, History of gems, Learning the general observations of gemstones - Color, Luster, Phenomena, Fracture, Habit etc, Formation of gemstones- Different types of rocks, Pegmatite rocks, subduction, Mining: Different mining operations of gemstones- open pit mining- alluvial mining-Underground Mining, Carat: Carat meaning, history. Different units of conversation of carat to points, cents, grams and milligrams.

UNIT 2- INSTRUMENTS USED IN GEMOLOGY AND ITS APPLICATIONS

7HRS

Loupe and Refractometer- Applications and uses, Polari scope and Dichroscope - Applications and uses, Microscope and Spectroscope - Applications and uses, Chelsea filter, Tripod, Calipers & Leveridge Gauges - Applications and uses, Grading gemstones according to GIA standards, Grading gemstones according to other international standards.

UNIT 3- PROPERTIES OF GEMSTONES

6HRS

Study of Physics for gemstone: Introduction to light, Types of light used in gemology lab: Reflection, Refraction, Color: Hue, tone, Saturation, Physical & Optical properties: Hardness: Scratch Hardness, Moh's Hardness Sale, Density: Determination of density by different methods, Hydrostatic Balance, Suspension Method,. Weights used in the Gem trade, Optical properties using instruments: Determination of Refractive Index using Refractometer, polariscopic: Single reflection, double reflection, Optical properties with light: Double Refraction, Dispersion, Absorption Spectra, Transparency, Luster, Pleochroism, and luminescence, Study of inclusions: Natural Inclusion: Needles, clouds, fluids, and crystals Man made inclusion, Inclusion by treatments: Fissures, cleavages, fractures.

UNIT 4- GEMSTONES VARIETIES, PROPERTIES, SOURCES AND IDENTIFICATION 7HRS

Ruby: Sapphire: Emerald, Quartz and chalcedony, Opal: Tourmaline: Peridot, Topaz: Beryl: Chrysoberyl, Tanzanite: iolite: andalusite: Zircon: Garnet, Lapis lazuli: Turquoise: Spinel: Feldspar: Etc

UNIT 5- TREATMENTS, SYNTHETIC AND IDENTIFICATION 10 HRS

Introduction to treatments: Heat treatment, Lattice and beryllium diffusion, Smoke and sugar treatment, Ceramic process, Coating, Doublet, Fracture filling. Wax impregnation, Oiling, Quench Cracking etc, Introduction to Synthetic gemstones: Flame Fusion, Skull Method, Hydrothermal Process, The process method

UNIT 6- ORGANIC GEMS AND IDENTIFICATION 10HRS

Pearl – Properties and identification, Natural & cultured Pearls- Properties and identification, Jet- Properties and identification, Ivory - Properties and identification, Coral - Properties and identification, Amber- Properties and identification

REFERENCES BOOKS

1. GIA.edu, Gemology- by Peter Read
2. Hall, Cally (2000) *Gemstones*. Dorling Kindersley, London; New York.
3. Anderson, Basil W. (1990) *Gem Testing*. Rev. by E. A. Jobbins. 10th ed., Butterworth, London.
4. Davies, Gordon. (1984) *Diamond*. A. Hilger, Bristol.
5. Read, Peter G. (2005) *Gemmology*. 3rd ed. Elsevier, Amsterdam; New York.

ENTREPRENEURSHIP DEVELOPMENT

SUBJECTCODE: JD4.3T

TOTAL NO HRS: 48Hrs

OBJECTIVE

The objective of this course is to impart the knowledge required to setup an entrepreneurship enterprise. Students will learn about the advantages and the methods for being a successful entrepreneur.

UNIT 1- INTRODUCTION 10HRS

Nature and development of entrepreneurship, meaning of entrepreneur, entrepreneurship, enterprise, Meaning of self-employment, employment and entrepreneurship, Entrepreneurial competencies- charm of being an entrepreneur, entrepreneurship for career growth, and support for self-employment, Brief history of entrepreneurship development in India.

UNIT 2- ROLE OF AN ENTREPRENEUR 8HRS

Role of entrepreneur in economic growth as an evaluator; Generation of employment opportunities; Complimenting and supplementing economic growth; Bringing about social stability and balanced

regional development of industries; Role in export promotion and import substitution; Forex Earnings; Augmenting and meeting local demand

UNIT 3- BUSINESS PLANNING

7HRS

Creativity for Entrepreneurial Excellence, Business Research Methods, Business Environment & Finance, Quantitative Techniques, Marketing Management, Human Resource Management

UNIT 4- STEPS IN LAUNCHING AN ENTERPRISE

7HRS

Market survey- concepts and practices, assessment of demand and supply, preparation of survey questionnaire, Business plan preparation- detailed project report, small and medium enterprises- meaning, definition, importance, problems and prospects, Impact of WTO on small and medium enterprises. Industrial sickness-cause and remedies

UNIT 5- PROMOTION OF VENTURE

8HRS

Types of venture; Opportunities analysis; External Environmental Analysis- economic, social, technological; Competitive factors; Legal requirements for establishment of a new unit; Raising of funds; Venture Capital sources and documentation required

UNIT 6 – ENTREPRENEURIAL DEVELOPMENT PROGRAMMES

8HRS

EDP, their role, relevance and achievements; Role of Government in organizing EDPs; Critical Evaluation

REFERENCE BOOKS:

1. Tendon ,C: Environment and Entrepreneur; Clough Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.
3. Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.
4. Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi.
5. Paudey I.M: Venture Capital - The Indian Experience; Prentice Hall of India, New Delhi.
6. Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India New Delhi.

MANUFACTURING TOOLS AND TECHNIQUES - I

SUBJECTCODE: JD4.4T

TOTAL NO HRS: 48Hrs

OBJECTIVE:

The objective of the course is to train the students in the important manufacturing techniques both in handcrafted and mass manufacturing methods of producing jewellery. Students will learn to work with metal and set stones by various methods.

UNIT 1- HANDMADE JEWELLERY

10 HRS

Introduction and historical perspective, methods of melting metal and alloying, metal shaping

techniques- cutting, rolling, drawing, etc., filing and grinding, piercing and sawing, annealing and pickling, joining techniques, finishing and polishing

UNIT 2- CASTING TECHNOLOGY **10 HRS**

Introduction and historical perspective, types of casting process, wax modeling techniques, investment casting techniques, centrifugal casting, end finishing and polishing techniques

UNIT 3- STAMPING AND ELECTROFORMING **8HRS**

Introduction to stamping, tools and materials used in stamping, creative application of stamping for designing, introduction to electroforming, materials and tools used, design applications of electroforming

UNIT 4- STONE SETTING **6HRS**

Introduction to stone setting, stone setting tools and materials, Closed settings (bezel, gypsy, tube etc.), open settings- prong, bead, care, etc, group settings- cluster, channel, pave etc, special setting techniques- tension, invisible, pressure etc.

UNIT 5- ENAMELING **7HRS**

Introduction to Enameling, Types of enameling, Process of empaneling, Uses of enameling

UNIT 6- WAX MODELING **7HRS**

Introduction to Wax modeling, Understanding and taking a master, types and shapes, Repairs of waxes, Presetting, Designing and tree making.

REFERENCE BOOKS

1. Creative Jewelry Techniques: A Workshop Guide. O'Connor, Harold. – [Lake City, CO]: Dunconor Books, 1978.
2. Professional Stonesetting Alan Revere, Tim McCreight
3. Metalsmithing Made Easy by Kate Richbourg.
4. The Complete Jewelry Making Course by Jinks McGrath
5. Cloisonné Enameling and Jewelry Making by Felicia Liban , Louise Mitchell

GEMMOLOGY – II

SUBJECTCODE: JD4.5P

TOTAL NO HRS: 48HRS

OBJECTIVE

To examine gemstones—both discovered raw and synthesized in the laboratory—using microscopes, computerized tools, and other grading instruments

UNIT 1- INTRODUCTION TO GEMSTONE IDENTIFICATION **6HRS**

Observation using loupe, Observation using Microscope, Instrument studies & application Evaluating the cut

UNIT 2- GEMSTONE CHART **7HRS**

Grading with Loupe, Grading with microscope, Evaluating color, hue, tone and saturating, grading set stones

UNIT 3- CLARITY IDENTIFICATION **8HRS**

Types of inclusions, How to differentiate different types of inclusions, Grading clarity according to GIA system, Grading clarity according to International systems like HRD and IGI

UNIT 4- GEMSTONE IDENTIFICATION **7HRS**

Ruby: Sapphire: Emerald, Quartz and chalcedony, Opal: Tourmaline: Peridot, Topaz: Beryl: Chrysoberyl, Tanzanite: iolite: andalusite: Zircon: Garnet, Lapis lazuli: Turquoise: Spinel: Feldspar: Etc

UNIT 5- GEMSTONE IDENTIFICATION: ORGANIC GEMSTONES **10HRS**

Pearl – Properties and identification, Natural & cultured- Properties and identification, Jet- Properties and identification, Ivory - Properties and identification, Coral - Properties and identification, Amber- Properties and identification

UNIT 6- GEMSTONE TREATMENT IDENTIFICATION **10HRS**

Heat treatment, Lattice and beryllium diffusion, Smoke and sugar treatment, Ceramic process etc, Coating, Doublet, Fracture filling, Wax impregnation, Oiling, Quench Cracking etc

REFERENCES BOOKS

1. GIA.edu, Gemology- by Peter Read
2. Gemstones of the World: by Walter Schumann.
3. Rocks & Minerals by Chris Pellant.
4. Photoatlas of Inclusions in Gemstones by Eduard Josef Gubelin , J. I. Koivula.

DIGITAL JEWELLERY STUDIO -1 (RHINO BASICS)

SUBJECTCODE: JD4.6P

TOTAL NO HRS: 48Hrs

OBJECTIVES

This course will train the students in all the tools and techniques of jewellery specific software to enable them to design jewellery with the aid of the computer.

UNIT 1- RHINO INTRODUCTION **10HRS**

Introduction of cad, demand of 3d printing. Basic 2d tools introduction, The rhino for windows interface- Menus, Toolbars, Graphic area, Command area, the mouse, navigating around the model, panning and zooming, changing the view, moving objects, copying objects, entering commands and viewing command history

UNIT 2- CREATING 2 DIMENSIONAL SHAPES **7HRS**

2d curve making, Points, lines, curves, Creating arcs, shapes- circles, ellipses, polygons, curve tools.

Basic shapes of stone, 2D motifs. Creating patterns.

UNIT 3- CREATING 3 DIMENSIONAL SHAPES AND STONE SETTINGS **8HRS**

Creating surfaces from curves, manipulating surfaces, surface tools, creating solids, solid tools- creating holes, manipulating solids, Prong setting, Bezel setting

UNIT 4- RINGS **7HRS**

Making of shank, setting stone on the shank, Band rings, Cocktail rings, and Statement rings. KIDS ring, MEN & WOMEN ring. Wedding couple rings.

UNIT 5- PENDANTS & EARRINGS **6HRS**

Making of pendants, Making of pendants using traditional motifs & contemporary with stone setting, Different clasps and locks, Types of earrings, screws. Final presentation of pendant.

UNIT 6: BANGLES & BRACELET **10HRS**

Making of bangles, Stone setting on bangles, Types of finishes, Presentation of rings and bangles

REFERENCE BOOKS

1. Rhino 6.0 for jewelry by dana buscaglia
2. Cad book review : eliania rosetti
3. The essential guide to digital jewelry design (by monchichi)

ADVANCED TECHNICAL DESIGN -STUDED

SUBJECTCODE: JD4.7P

TOTAL NO HRS: 48Hrs

OBJECTIVES

This course will inform the students on the advanced techniques involved in designing Studded jewellery. This includes the technical aspects like components and stone settings. Students will also be able to produce thematic design collections at the end of this course.

UNIT 1- DESIGN PROCESS **6HRS**

Developing Your Ideas, Concept – Floral, Abstract, Geometry- Combo Motive (Metal Texture and Setting).Colour combinations, Material selection, and Research process.

UNIT 2- RENDERING **7HRS**

Stone Rendering, different shaped gems, Rendering color gem stones rendering diamonds, rendering translucent gems, rendering opaque gems, Rendering Semi precious stones

UNIT 3- FINDINGS-STUDED JEWELLERY **8HRS**

Studded findings and its uses, Solitaire Pendant baskets, Solitaire Ring baskets, Ring shanks, B- bands, Bangles

UNIT 4- THEME BASED JEWELLERY DESIGN

7HRS

Introduction to themes, Categories of themes – natural, historic, architectural, symbolic, emotional, etc, Researching and documenting a theme, exploring various aspects of the theme, , Understanding the importance of mood boards, creating mood boards, Creating inspiration boards based on the selected theme, layouts and presentation of mood boards, Deriving inspiration for designs, brainstorming methods, thinking laterally

UNIT 5- DESIGN METHODOLOGY

10HRS

Form Generation, Form Manipulation, Mirroring and Sizing, Detailing, Rendering, Final presentation and submission ideas.

UNIT 6-METAL TECHNIQUE

10HRS

Enameling, Meenakari Filigree work, Rawa work, Tewa jewellery, Laser Technology, Electroforming, Light weight jewellery.

REFERENCE BOOKS

1. The Complete Metalsmith: Illustrated Edition by Tim McCreight
2. Stone setting for Contemporary Jewellery Makers by Melissa Hunt
3. Jewellery Making Techniques Book by Elizabeth Olver
4. Jewelry Illustration by Dominique Audette

SEMESTER V
LUXURY & RETAIL JEWELLERY SEGMENTS

SUBJECTCODE: JD5.1T

TOTAL NO HRS: 48Hrs

OBJECTIVES

The objective of this course is to introduce students to the various segments in Jewellery. Students will be able to design luxury and retail Jewellery and also understand the distinctive qualities of Men's & Kid's Jewellery.

UNIT 1- LUXURY JEWELLERY SEGMENT

8HRS

Introduction to luxury jewellery segments, Fine jewellery- historical references, types of materials used, renowned fine jewellery designers, design considerations for fine jewellery, Couture Jewellery- introduction to couture jewellery, Design considerations for couture jewellery

UNIT 2- FILM & THEATRE JEWELLERY

10HRS

Introduction to film & theatre jewellery, Research- themes, characters, period etc., Material considerations, Creating designs for a film production, Creating designs for a Theatre production, Study of renowned film and theatre jewellery

UNIT 3- RETAIL JEWELLERY

7HRS

Introduction to retail jewellery, Brands- definition, types of brands, brand positioning etc, Market study and research considerations, Materials, design considerations, forecasting, pricing and positioning, Developing a collection/ range for a selected brand

UNIT 4-GLOBAL LUXURY JEWELRY MARKET

8HRS

Global Luxury Jewelry Market - By Product, By Material-Used, By Distribution, Regional Insight. Case study of luxury brands.

UNIT 5- MEN JEWELLERY

10HRS

Introduction to men's jewellery, Types of jewellery available for men, Design considerations, materials, price points etc,

UNIT 6: LUXURY BRAND CONCEPTS:

8HRS

Trends and Influences, Collection Analysis, Market Segmentation, Branding, Packaging, and Visual Merchandising, Case Study: Any One Luxury Craft Product Brand

REFERENCE BOOKS

1. High Jewelry and Precious Objects by Cartier: by Francois Chaille.
2. Chanel by Daniele Bott.
3. Bulgari by Vincent Meylan

4. Fine Jewelry Couture

5. The Sourcebook of Contemporary Jewelry Design 2012 Edition by Macarena San Martin, HarperCollins

GEM AND JEWELLERY EXPORTS

SUBJECTCODE: JD5.2T

TOTAL NO HRS: 48Hrs

OBJECTIVES

- This course is an introduction to the various formalities, acts involved in the export sector and the function of the export promotion council.

UNIT 1- INTRODUCTION

8HRS

Introduction and overview, Exam policy, customs act, other acts relating to export/import, formalities for commencing, customs formalities

UNIT 2- EXPORTS

7HRS

Introduction and overview, export documentation, project exports, export of services - export of excisable goods, 100% export oriented units, export processing zones - special economic zones, duty drawback procedure - export/import by post customs house agents

UNIT 3- IMPORTS

7HRS

Introduction, import documentation, clearance of import goods, import of different products, Import incentives, import licenses etc.

UNIT 4-INDIA'S TRADE POLICY

10HRS

India's Trade: Composition & Direction. Historical review of trade policy, Trade Policy since 1991. Gem and Jewellery Promotion Scheme. Trade Promotion Institutions (a) S T C & Other Trading Corporations Export Councils Commodity Boards. Development Authority (APEDA, MPEDA).

UNIT 5- GEM AND JEWELLERY EXPORT MARKET

8HRS

Introduction - Scope of study - Statistics of Gem & Jewellery export, Markets - Global Competition, Export Promotion schemes, product development, Technical aspects of gold jewellery, Role of export Promotion Council.

UNIT 6-EXPORT BUSSINESS:

8HRS

EPC, Gem and Jewellery Export Promotion Council, Selection of product, Export Procedure, Market selection, Case study in exporting the product.

REFERENCE BOOKS:

1. Export Import Made Very Easy : Kishan Barai

2. How To Start Export Business In India: By Saraswathy
3. A Golden Treasury: Jewellery From The Indian Subcontinent – Susane Strange
4. Hand Craft Indian Enamel Jewellery – Rita Devi Sharma
5. Traditional Jewellery Of India – Agasthus F Rose

CUSTOMER RELATIONSHIP MANAGEMENT

SUBJECTCODE: JD5.3T

TOTAL NO HRS: 48Hrs

OBJECTIVES

To understand the working concepts and principles of CRM • To understand and manage Customer Relationship. To understand trends of CRM as an IT enabled function

UNIT1-INTRODUCTION TO CRM 10HRS

History of CRM, Definition and concepts of CRM, Marketing Era - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling -Service Level Agreements (SLAs).

UNIT 2-MARKETING CONCEPTS IN CRM 10HRS

CRM in Marketing, importance of CRM- One-to-one Relationship Marketing - Cross Selling & UNIVERSITY OF MYSURU M.DES [INTERIOR DESIGN MANAGEMENT] VIFT 31 Selling- Customer Retention, Behaviour Prediction - Customer Profitability & Value -Channel Optimization - Event-based marketing.

UNIT 3-CRM AND CUSTOMER SERVICES 6HRS.

CRM and Customer Service - The Call-Centre, Call Scripting - Customer Satisfaction Measurement. Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation.

UNIT 4-E-CRM 7HRS.

CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

UNIT 5- CRM ANALYSIS 7HRS.

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and

legalities of data use - Data Warehousing and Data Mining concepts- Data analysis - Market Basket Analysis (MBA), Personalization and Collaborative Filtering.

UNIT 6-CRM IMPLEMENTATION

8HRS.

CRM Implementation - Defining success factors - Preparing a business plan requirement, Choosing CRM tools –and approaches- Managing customer relationships.

REFERENCE BOOKS

1. Alok Kumar Rai, Customer relationship management concept & cases, Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, Customer relationship management, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, Customer relationship management, Prentice Hall of India Private Limited, New Delhi, 2008
4. Jagdish Seth, et al, Customer relationship management
5. V. Kumar & Werner J., Customer relationship management, Willey India, 2008

MARKETING, BRANDING AND MANAGEMENT

SUBJECTCODE: JD5.4T

TOTAL NO HRS: 48Hrs

OBJECTIVES

The objective of this course is to introduce students to the various types of marketing and branding, and gives an overview of the Luxury retail Market. This course is to understand the retail scenario with respect to Jeweler. It will also impart knowledge on the functioning of stores, brand positioning and management.

UNIT 1- INTRODUCTION

8HRS

Introduction to retailing, types of retail markets – domestic, International, retail environment and retail mix strategies, Retail Marketing Management, Human Resource Management, Retail Information Technology Management,

UNIT 2- MERCHANDISE PLANNING AND STORE LAYOUT

7HRS

Types of stores and planning, layout and storing, Assortment management, seasonal planning, buying, maintain customer relationships.

Store Layout: store window display, exterior of store, illumination, Visual merchandising, fixture and dressings, purchase display systems, store interiors and display locations

UNIT 3- BRAND BUILDING**7HRS**

Definition, Importance of branding, creation of brands, Brand identity, Brand positioning, Brand re-positioning and Brand equity

UNIT 4 – MARKETING**8HRS**

Introduction and definition, Classification of market-domestic, national, international and E-market, Market segment, Costing and pricing strategies

UNIT 5 – MARKETING STRATEGIES FOR LUXURY JEWELLERY BRANDS**8HRS**

Use of Social media, Advertising strategies, Content marketing, Power of E-mail and SMS, Transparency and proactive communication, Inner circle loyalty programmes

UNIT 6- GLOBAL GEMS AND JEWELLERY MARKET**8HRS**

Global Jewellery Market Outlook -Market Size and Forecast (By Value, By Region, By Segments, By Company), Global Gold market, Global silver market, Global platinum market

REFERENC BOOKS

1. Jewellery Business Plan – Jimmy Choo
2. The Brand Marketing Book: Creating, Managing and extending the value – Joe Morconi
3. Designing Brand Identity – Elena Bheler
4. Fundamentals of Marketing – Stanton, William J.β & Walker, Bruce, - Tata McGrawHill
5. Kotler, Philip, Marketing Management

ADVANCED TREND DESIGN AND PORTFOLIO**SUBJECTCODE: JD5.5P****TOTAL NO HRS: 48Hrs****OBJECTIVES**

This course aims to practically educate the students on the important categories and sub- types in Jewellery. Students will have an in-depth knowledge of the various product types and their special features.

UNIT 1- RINGS**8HRS**

Introduction and historical perspective on rings, Classification of rings- Bridal rings- wedding bands, engagement rings, bridal set rings, Solitaire rings, eternity rings, promise rings, Cluster rings, Right Hand rings, Cocktail rings, other fancy rings, Technical considerations while designing rings, Introduction and historical perspective on earrings

UNIT 2- EARRINGS**6HRS**

Classification of Studs & earrings, on the ear -Studs and buttons, hanging style – Drops, dangles Hoop style- Huggies, Bali's etc., fancy styles – Chandeliers, Shoulder dusters, Design and technical considerations for earrings, Perspective design techniques

UNIT 3- PENDANTS AND NECKLACES**7HRS**

Introduction and historical perspective on Pendants, Classification of Pendants- Locketts, medallions, tassels, sliders etc., Introduction and historical perspective on Necklaces, Classification of necklaces- by lengths, Types of necklaces- Bib, collarets, Festoon, Riviere, Y- necklace, Asymmetrical, Design and technical considerations for necklaces and pendants

UNIT 4- BANGLES AND BRACELETS**7HRS**

Introduction and historical perspective on Bangles and Bracelets, Classification- Bangles, Fixed and elliptical bracelets, Tennis bracelets, link bracelets, Cuff bracelets, charm bracelets, Design and technical considerations for bangles and bracelets

UNIT 5- BROOCHES, TIEPINS AND OTHER PRODUCT CATEGORIES**10HRS**

Introduction and historical perspective, Brooches, cufflinks, tiepins, Tiara, head ornaments, nose pins etc., Belt style ornaments, anklets and other foot ornaments

UNIT 6- OTHER PRODUCT CATEGORIES**10HRS**

Mangalsutras, Antique Jewellery to Latest, Detachable jewellery, Watches, Pens, Miscellaneous Jewellery

REFERENCE BOOKS:

1. Jewelry Concepts and Technology by Oppi Untracht
2. Sketchbook for Jewelry: by Goodman Press.
3. The Cartier's: by Francesca Cartier Brickell.
4. Women Jewellery Designers : by Juliet Weir-de La Rochefoucauld
5. Jewelry Design; by Elizabeth Olver

DIGITAL JEWELLERY STUDIO -II (RHINO+MATRIX)**SUBJECTCODE: JD5.6P****TOTAL NO HRS: 48Hrs****OBJECTIVES**

This course will train the students in all the tools and techniques of jewellery specific software to enable them to design jewellery with the aid of the computer.

UNIT 1- RHINO**10HRS**

Making of necklaces, Types of neckpieces, stone setting, Different links and locks, Final presentation of neckpieces.

UNIT 2- MATRIX**7HRS**

Introduction to CAD MATRIX Software, Stone library. Prong editor Ring rail Diamond chart Custom gem builder Baguette builder Taper channel Gem map

UNIT 3- RENDERING**8HRS**

Rendering for Jewellery highlighting, Tools, Different types of stone shape, Different types of stone cutter

UNIT 4- RINGS & PENDANTS**10HRS**

Readymade collet Rings: Solitaire ring Western ring Cocktail ring Earring: Studs dangling's Jhumka
Pendant: Solitaire pendant Light weight pendant Heavy pendant

UNIT 5- PENDANTS AND NECKLACES**6HRS**

Making of pendants, Making of pendants with stone setting, Stones studded bangle, Light weight bangle
Heavy bangle Bracelet

Necklace: Diamond necklace Light weight necklace Heavy weight necklace Final presentation of 5 jewellery products

UNIT 6: CAM PRINTING**7HRS**

Parting Technique of Design for CAM, Theme or Concept wise Design Creation ,Jewellery Report [Gold, Dimonds , Total Jewellery] portfolio.

REFERENCE BOOKS:

1. Rhino 6.0 for Jewelry; by Dana Buscaglia.
2. Matrix 8: Instruction Manual, Book 1 Author : Chris Van De Sompele, Daniel Otten and Jill Goodson

MANUFACTURING TOOLS AND TECHNIQUES – II**SUBJECTCODE: JD5.7P****TOTAL NO HRS: 48Hrs****OBJECTIVE:**

- The objective of the course is to train the students in the important manufacturing techniques both in handcrafted and mass manufacturing methods of producing jewellery. Students will learn to work with metal and set stones by various methods.

UNIT 1- INTRODUCTION TO MANUFACTURING**10HRS**

Tools and equipment's and it's uses, Soldering and heating, Gas supply and emergency shut off, Safety precautions, Safety precautions

UNIT 2- BASIC TECHNIQUES**8HRS**

Cutting of metals, Drilling, Filing, Heating, Soldering

UNIT 3- TECHNICAL EXERCISES AND EARRING MAKING**7HRS**

Wire work and chain making, Use of different shapes in draw plate, drawing readymade chain, Use of rolling mill, Simple domed earrings, Earrings using other techniques

UNIT 4- STONE SETTING AND RING MAKING**10HRS**

Introduction to stone setting, Simple bezel collet making, Polishing and finishing, Stamping and pressing, simple prong making, Making of rings set with stone

UNIT 5- POLISHING AND FINISHING

7HRS

Uses of files for finishing, Polishing materials like leather, cloth etc., Polishing compounds (liquid and solid), Emery paper grades and uses, Cleaning methods like steam cleaning, Other hand finishes (scratch, brush)

UNIT 6-WAX MODELING

6HRS

Introduction to Wax modeling, Understanding and taking a master, types and shapes, Carving various 3d forms, Sprue placement, Designing and tree making, Casting

REFERENCE BOOKS:

1. Brepohl, Erhard. (2001) the theory and practice of goldsmithing. Brynmorgen Press, Portland, ME.
2. Grether, P. A. (1984) the technology of setting. Editions AR, Switzerland.
3. Hoke, C. M. (1940) Refining precious metal wastes: gold – silver – platinum metals, a handbook for the jeweler, dentist and small refiner. Metallurgical Publishing Co., New York.
4. Lewton-Brain, Charles. (1994) Cheap thrills in the tool shop: inexpensive equipment options and bench tricks for goldsmiths. Brain Press, Calgary, Alberta.
5. Lewton-Brain, Charles. (2007) The jeweler's bench book. MJSA/AJM Press, Providence, RI.

SEMESTER VI

INTERNSHIP PROJECT

SUBJECT CODE- JD6.1P

The objective of the internship is to enable students to gain knowledge on functioning of jewellery enterprise through on the job training.

Students will be sent to various reputed jewellery organizations individually or in groups to carry out project work under the supervision of a factory guide on a specific topic related to jewellery design and management. The progress on the project will also be continuously monitored by a faculty guide.

The report will be submitted to the principal and also evaluated by internal and external examiners detailed by the university

DESIGN PORTFOLIO

The objective of this unit is to enable the students to prepare a professional design portfolio to showcase their best work. It will educate the students on the importance of portfolios, their various types and layouts. The portfolio will include a comprehensive compilation of jewellery design categories with material details and technical aspects. The aim is to equip the students with a strong design portfolio for their successful entry into the Jewellery industry.

PORTFOLIO PRESENTATION

SUBJECT CODE JD6.2P

A Jewellery collection based on a selected theme has to be designed and produced Sequence of collections – conceptualization, mood board, inspirations, design development, material selection, final design production, presentation with technical details and costing