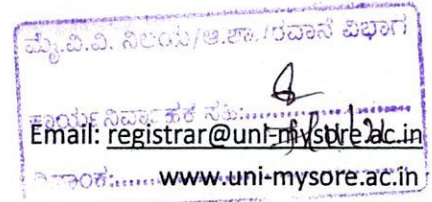


Tel. No.: 2419700/2419567  
Fax: 0821-2419363/2419301



**UNIVERSITY OF MYSORE**

Estd. 1916



Vishwavidyanilaya Karyasoudha  
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A' Grade)

(NIRF-2022 Ranked 33 in University Category & 54 in Overall Category)

No.: PMEB-1/Spl./29 (9)/2021-22

Date: 04-11-2022

### NOTIFICATION

Sub.: Syllabus and Examination pattern of **B.B.A. (Modelling and Fashion Management)** course under Specialized Programmes from the academic year 2022-23-reg.

- Ref.: 1. Decision of the BOS Meeting held on 15-07-2022.  
2. Decision of the Faculty of Commerce meeting held on 07-09-2022.  
3. Decision of the Academic Council meeting held on 23-09-2022.  
4. This office Notification of even no. dated 17-10-2022.

\*\*\*\*\*

The Board of Studies in **B.B.A. (Modelling and Fashion Management) (UG)** at its meeting held on 15-07-2022 has recommended to approve the 1<sup>st</sup> year Syllabus of **B.B.A. (Hons.) (Modelling and Fashion Management)** course in University of Mysore under specialized/specified programs from the academic year 2022-23 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 07-09-2022 and 23-09-2022 respectively, are also approved the above said proposal and the same is hereby notified.

The syllabus of **B.B.A. (Hons.)(Modelling and Fashion Management)** course is uploaded in University website. The contents may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

The earlier notification under ref. (4) issued in this regard is withdrawn.

To;

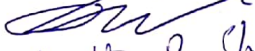
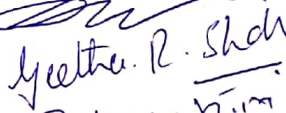
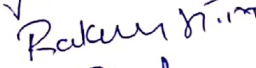

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Commerce, Manasagangothri, Mysuru.
3. Prof. Suresha, DoS in Computer Science, Manasagangothri, Mysuru.
4. The Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

  
**REGISTRAR**  
**REGISTRAR**  
University of Mysore  
MYSURU - 570 005  
 

**Proceedings of the meeting of the members of the Board of Studies in BBA (Modelling and Fashion Management) (UG) held on 30-05-2022 at 12.30 PM at the CRESTA First Grade College, Mysuru.**

- Ref:** 1. No. UA2/159/2017-2018 dt 18-03-2021  
2. No. UA2/379/2016-2017 dt 17-05-2022

With references to the above cited, a meeting of the members of the Board of Studies in BBA (Modelling and Fashion Management) has been conducted at the CRESTA First Grade College on Monday the 30-05-2022 at 12.30 PM. The following members have attended the meeting.

- |                       |          |  |
|-----------------------|----------|--|
| 1. Dr. S Devraj       | Member   |  |
| 2. Mrs. Geetha R Shah | Member   |  |
| 3. Dr. Rakesh H M     | Member   |  |
| 4. Prof. Suresha      | Chairman |  |

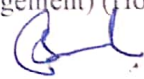
The following member were absent for the meeting.

- |                         |        |
|-------------------------|--------|
| 1. Mr. Prasad Bidapa    | Member |
| 2. Sri. M Praveen Kumar | Member |

The meeting was initiated with a welcome speech by Prof. Suresha, Chairman of the board. The importance of the meeting was presented along with the agenda of framing the syllabus as per NEP 2020 Regulations for various courses to be offered as part of the proposed BBA (Modelling and Fashion Management) (Hons.) UG program. The draft of the proposed scheme, titles of the courses and the respective syllabi are placed before the members of the board for discussion and suggestions were sought.

After detailed presentation and discussion among the members, the following were resolved to be recommended.

1. The proposed BBA (Modelling and Fashion Management) (Hons.) should be offered under the common NEP 2020 regulations being followed by the University from time to time for the existing general (conventional) BBA (Hons.) program. The only difference is in the titles of various courses and their respective syllabi offered under DSC, DSE and SEC.
2. The overall number of credits to be earned by the students and distributions of credits in each semester are exactly on par with the existing BBA (Hons.) program of the University.
3. The scheme and titles of the various courses along with the credit patterns and the respective syllabi for the proposed program are given in ANNEXURE BBA (Modelling and Fashion Management) (Hons.).

  
Prof. Suresha  
CHAIRMAN





ಸಂಖ್ಯೆ : ಯುಎ2/379/2016-2017

ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರುಗಳಿಗೆ  
ಸ್ನಾತಕ/ಸಂಯುಕ್ತ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳು  
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ,  
ಮೈಸೂರು.

ಮಾನ್ಯರೇ,

ವಿಷಯ : 2020ರ ಹೊಸ "ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ" ಅನ್ವಯ ಸ್ನಾತಕ/ಸಂಯುಕ್ತ ವಿಶೇಷ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳ ಸಭೆಗಳನ್ನು ನಡೆಸುವ ಬಗ್ಗೆ.

ಉಲ್ಲೇಖ : 1. ನಿರ್ದೇಶಕರು, ಯೋಜನೆ ಉಸ್ತುವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ ಇವರ ಪತ್ರ

ಸಂಖ್ಯೆ: /PMEB/35/Spl.Gen/2020-21 Dated :09-05-2022.

2. ಉಪ ಕುಲಸಚಿವರು (ಶೈಕ್ಷಣಿಕ) ಇವರ ಟಿಪ್ಪಣಿ ಸಂಖ್ಯೆ : ಎಸಿ2(ಎಸ್)/525/2009-10,

ದಿನಾಂಕ : 16-05-2022.

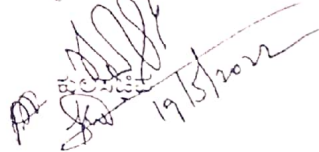
\* \* \* \* \*

ಮೇಲ್ಕಂಡ ವಿಷಯ ಮತ್ತು ಉಲ್ಲೇಖಿತ ಪತ್ರಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಹೊಸ "ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ" (NEP)-2020ರ ಅನುಷ್ಠಾನದನ್ವಯ 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನ ಸ್ನಾತಕ ಪದವಿಯ ಎರಡನೇ ವರ್ಷದ/ Specialized Programmeಗಳ ಮೊದಲನೇ ವರ್ಷದ ಪಠ್ಯಕ್ರಮವನ್ನು ಸರ್ಕಾರ ನಿಗದಿಪಡಿಸಿರುವ Model Structure ನಂತೆ ಸಿದ್ಧಪಡಿಸುವ ಸಂಬಂಧ ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರುಗಳು ಸ್ನಾತಕ/ಸಂಯುಕ್ತ/Specialized Programme ಒಳಗೊಂಡಂತೆ ತುರ್ತಾಗಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಸಭೆಗಳನ್ನು ನಡೆಸಿ ದಿನಾಂಕ : 31-05-2022ರೊಳಗೆ ಸದರಿ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಶಿಫಾರಸ್ಸುಗಳ Soft Copy ಮತ್ತು Hard Copy ಗಳನ್ನು ಈ ಕೆಳಕಂಡ ವಿಭಾಗಗಳಿಗೆ ನೇರವಾಗಿ ಸಲ್ಲಿಸಲು ಕೋರಿದೆ.

ಕ್ರಮ ಸಂಖ್ಯೆ	ವಿವರ	ಇ-ಮೇಲ್
1.	Soft Copy/Hard Copy ಸಿಂಡಿಕೇಟ್ ವಿಭಾಗಕ್ಕೆ ಸಲ್ಲಿಸುವುದು	syndicate109999@gmail.com
2.	Soft Copy/ Hard Copy ಶೈಕ್ಷಣಿಕ ವಿಭಾಗಕ್ಕೆ	academicsection123@gmail.com
3.	Specialized Programme ಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ Soft Copy/ Hard Copy ಯನ್ನು ನಿರ್ದೇಶಕರು (PMEB) ಯೋಜನೆ ಉಸ್ತುವಾರಿ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಮಂಡಳಿ, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು-05 ರಲ್ಲಿಗೆ ಸಲ್ಲಿಸುವುದು.	pmeb@uni-mysore.ac.in

ಸೂಚನೆ: ಅಧ್ಯಯನ ಮಂಡಳಿ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ಸಂಬಂಧಪಟ್ಟ ನಿಕಾಯಗಳು, ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಗಳಿಗೆ ಮಂಡಿಸಬೇಕಾಗಿರುವುದರಿಂದ ಇದನ್ನು ಅತ್ಯಂತ ಜರೂರು ಎಂದು ಪರಿಗಣಿಸಿ ಕ್ರಮವಹಿಸಲು ತಿಳಿಸಲಾಗಿದೆ.

ನಿಮ್ಮ ನಂಬುಗೆಯು.

  
19/5/2022

ಪ್ರತಿ :

1. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು.
2. ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿ (ವಿಶೇಷ) ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು.
3. ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿ (ವಿಶೇಷ) ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮೈಸೂರು.

- ಡಿ. 3 ನೋ -

**NOTIFICATION**

Sub: Constitution of the Board of Studies in **BBA (Modelling and Fashion Management) (UG)**

Ref: Letter dated 01-03-2021 received from Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru.

\* \* \* \* \*

Pursuant to the approval of the Hon'ble Vice-chancellor and pending approval of the University Syndicate the Board of Studies in **BBA (Modelling and Fashion Management) (UG)** is constituted as per the Statutes framed under Section 33 (1) and (2) of the Karnataka State Universities Act 2000, with the following members for a period of **three years** from the date of this notification or until further orders, whichever is earlier.

1.	Prof.Suresha Professor, DOS in Computer Science, Manasagangotri, Mysuru.	Chairman
2.	Dr.H.M.Rakesh Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
3.	Sri.M.Praveen Kumar HOD - Management & Assistant Professor, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028	Member
4.	Mrs.Geetha R. Shah Ex-Principal, Queen's School of Design, "Anugraha", #594/A, 7 <sup>th</sup> Main, Vijayanagar 1 <sup>st</sup> Stage, Mysuru - 570 017	Member
5.	Dr.S.Devraj Associate Director, #30, LISAA School of Design, Opp, Adugodi Police Station, Koramangala, Bengaluru - 560 030	Member
6.	Mr.Prasad Bidapa Founder, Prasad Bidapa Associates, # 203, Casa Andree, Andree Road, Shanthinagar, Bengaluru - 560 027	Member

*M. S. R.*  
**REGISTRAR** 20/3/2021  
*[Signature]*

**To:**

1. The Concerned Members.
2. Dr.H.M. Rakesh, Principal, Cresta First Grade College, #182/145/C, Bannur Road, Alanahalli, Mysuru - 570 028
3. The Dean, Faculty of Commerce, University of Mysore, Mysuru
4. The Registrar (Evaluation), University of Mysore, Mysuru.
5. The Finance Officer, University of Mysore, Mysuru.
6. The Director, PMEBS, University of Mysore, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent (Academic), AB, UOM, Mysuru.
8. P.A. to the Vice-Chancellor/Registrar/Registrar(Evaluation), UOM, Mysuru.
9. The Superintendent, Ph.D Section, Examination Branch, UOM, Mysuru.



# ANNEXURE

Bachelor of Business Administration (BBA)  
(Modelling and Fashion Management) (Hons.)

As per NEP Regulations  
To be implemented from the Academic Year 2022-23

Total 28 pages



# **Proposed Scheme and Syllabus for BBA (Modelling and Fashion Management) (Hons.) as per NEP 2020 Regulations**

## **I. OBJECTIVES:**

1. To develop the skills required for the application of business concepts and techniques learned in the classroom at the work place.
2. To provide competent and technical skills personnel to the industry in the area of Fashion and Modelling Management. To enhance the employability skills of the management students.
3. To enhance the capability of the students to improve their decision-making skills.
4. To encourage entrepreneurship among students pursuing education in the field of Business Administration.
5. To empower students for pursuing professional courses like MBA, Chartered Accountancy, Company Secretary, etc.,
6. To ensure holistic development of Business administration students.

## **II. ELIGIBILITY FOR ADMISSION:**

Candidates who have passed Two Year Pre-University Course of Karnataka State in any discipline or its equivalent (viz., 10+2 of other states, ITI, Diploma etc.) are eligible for admission into this program.

## **III. DURATION OF THE PROGRAM:**

The program of study is Four years of Eight Semesters. A candidate shall complete his/her degree within eight academic years from the date of his/her admission to the first semester. The NEP 2020 provides multiple exit options for students as specified below:

### **EXIT OPTION:**

- a. The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in Business Administration (Modelling and Fashion Management).
- b. The students who successfully complete TWO years/ 4 Semesters and leave the program, will be awarded Diploma in Business Administration (Modelling and Fashion Management).
- c. The students who successfully complete THREE years/ 6 Semesters and leave the program, will be awarded bachelor's degree in Business Administration (Modelling and Fashion Management) (BBA - MFM)
- d. An option is given to the students to continue their education to the Fourth year and those who successfully complete FOUR years/ 8 Semesters will be awarded bachelor's degree in Business Administration (Modelling and Fashion Management) (Hons). [BBA-MFM (Hons)]



#### IV. MEDIUM OF INSTRUCTION

The medium of instruction shall be English.

#### V. ATTENDANCE

- a. For the purpose of calculating attendance, each semester shall be taken as a Unit.
- b. A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of the number of working periods in each of the subjects compulsorily.
- c. A student who fails to complete the course in the manner stated above shall not be permitted to take the University Examination.

#### VI. TEACHING AND EVALUATION

MBA graduates with B. Com, BBM/BBA and BBS as basic degree from a recognized university are only eligible to teach and to evaluate all the Business Administration courses except Languages, Constitution of India, Environmental Studies, Health Wellness/Social and Emotional learning, Sports/NCC/NSS/Other)

#### VII. SKILL DEVELOPMENT / RECORD MAINTENANCE

- a. Every college is required to establish a dedicated business lab for the purpose of conducting practical/ assignments to be written in the record.
- b. In every semester, the student should maintain a record book in which a minimum of 5 exercise or activities per course are to be recorded.

#### VIII. SCHEME OF EXAMINATION

- a. There shall be a University Examination at the end of each semester. The maximum marks for the university examination in each paper shall be 60 marks for DSC, DSE, Vocational, SEC and OEC.
- b. Internal Assessment 40 marks for DSC, DSE, Vocational, SEC and OEC.

##### **Guidelines for Continuous Internal Evaluation and Semester End Examination:**

The CIE and SEE will carry 40% and 60% weightage each, to enable the course to be evaluated for a total of 100 Marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl. No.	Parameters for the Evaluation	Marks
---------	-------------------------------	-------

<b>Continuous Internal Evaluation (CIE)</b>		
<b>1</b>	Continuous & Comprehensive Evaluation (CCE) – (A)	20 Marks
<b>2</b>	Internal Assessment Tests (IAT) –(B)	20 Marks
	Total of CIE(A+B)	40 Marks
<b>3</b>	Semester End Examination (SEE) – (C)	60 Marks
	Total of CIE and SEE (A+B+C)	100 Marks

### **Continuous Internal Evaluation:**

#### **a. Continuous & Comprehensive Evaluation (CCE):**

The CCE will carry a maximum of 20%weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with 5 marks each (4x5=20 Marks)

- i. Individual Assignments
- ii. Seminars/Classroom Presentations/Quizzes
- iii. Group Discussions/Class Discussion/Group Assignments
- iv. Case studies/Caselets
- v. Participatory & Industry-Integrated Learning/Industrial visits
- vi. Practical activities/Problem Solving Exercises
- vii. Participation in Seminars/Academic Events/Symposia, etc.
- viii. Mini Projects/Capstone Projects

- b. Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 Marks) of total marks of a course. Under this component, two tests will have to be conducted in a semester for 30 Marks each and the same is to be scaled down to 10 Marks each.



## Internal Assessment Test

Course Code:  
Duration: 1 Hour

Name of the Course:  
Total Marks: 30

### PART –A

Answer any one of the following questions.5 Marks (1x5 =5)

- 1.....
- 2.....

### PART –B

Answer any one of the following questions.10 Marks (1x10 =10)

- 3.....
- 4.....

### PART –C

Answer any one of the following questions. 15Marks (1x 15 =15)

- 5.....
- 6.....

### SEMESTER END EXAMINATION (SEE):

The Semester End Examination for the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling them in minimum attendance requirement as per the University norms. The BOS constituted by the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks.

### PATTERN OF QUESTION PAPER

TIME: 3 HOURS

MARKS: 60

#### PART – A

Answer any FIVE of the following questions. Each question carries 2 Marks. (5x2=10)

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

- 6.....
- 7.....

**PART – B**

Answer any TWO of the following questions. Each question carries 10 Marks. (2x10=20)

- 8.....
- 9.....
- 10.....
- 11.....

**PART – C**

Answer any TWO of the following questions. Each question carries 15 Marks (2x15=30)

- 12.....
- 13.....
- 14.....
- 15.....

**Minimum Marks for a Pass:**

Candidates who have obtained a minimum of 35% marks in semester end examination i.e., 21 marks out of 60 marks of theory examination and 40% in aggregate i.e., total 40 marks out of 100 marks of Semester End Examination marks and Continuous Internal Evaluation marks.



## BBA (Modelling and Fashion Management) (Hons.) Program

Proposed Scheme of Teaching and Evaluation for BBA (MFM) (Basic/Hons) with core subject

Semester I								
SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	Lang.1.1	Language-I	AECC	3+1+0	60	40	100	3
2	Lang.1.2	Language-II	AECC	3+1+0	60	40	100	3
3	BBA.1.1	Financial Statement Analysis	DSC	3+2+0	60	40	100	4
4	BBA.1.2	Principles of Modelling	DSC	3+2+0	60	40	100	4
5	BBA.1.3	Fundamentals of Fashion Management	DSC	3+2+0	60	40	100	4
6	BBA.1.4	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
7	BBA.1.5	Business Organization/ Office Organization and Management	OEC	3+0+0	60	40	100	3
<b>Sub- Total (A)</b>					<b>385</b>	<b>265</b>	<b>650</b>	<b>23</b>

Semester II								
SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
8	Lang.2.1	Language-I	AECC	3+1+0	60	40	100	3
9	Lang.2.2	Language-II	AECC	3+1+0	60	40	100	3
10	BBA.2.1	Fashion Merchandising	DSC	3+2+0	60	40	100	4
11	BBA.2.2	Fashion Business Planning	DSC	3+2+0	60	40	100	4
12	BBA.2.3	Modelling Management	DSC	3+2+0	60	40	100	4
13	BBA.2.4	Health & Wellness/ Social & Emotional Learning	SEC-VB	1+0+2	25	25	50	2
14	BBA.2.5	Environmental Studies	AECC	2+0+0	30	20	50	2
15	BBA.2.6	People Management/ Retail Management	OEC	3+0+0	60	40	100	3
<b>Sub- Total (B)</b>					<b>415</b>	<b>285</b>	<b>700</b>	<b>25</b>

**EXIT OPTION WITH CERTIFICATION – with ability to solve well defined problems**

### Semester III

Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
16	Lang.3.1	Language-I	AECC	3+1+0	60	40	100	3
17	Lang.3.2	Language-II	AECC	3+1+0	60	40	100	3
18	BBA.3.1	Fashion Marketing Management	DSC	3+2+0	60	40	100	4
19	BBA.3.2	Fashion Design Thinking	DSC	3+2+0	60	40	100	4
20	BBA.3.3	Fitness and Nutrition Management	DSC	3+2+0	60	40	100	4
21	BBA.3.4	Artificial Intelligence/ Critical thinking & Problem Solving	SEC	1+0+2	25	25	50	2
22	BBA.3.5	Social Media Marketing/ Rural Marketing	OEC	3+0+0	60	40	100	3
<b>Sub- Total (C)</b>					<b>385</b>	<b>265</b>	<b>650</b>	<b>23</b>

### Semester IV

Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
23	Lang.4.1	Language-I	AECC	3+1+0	60	40	100	3
24	Lang.4.2	Language-II	AECC	3+1+0	60	40	100	3
25	BBA.4.1	Management Accounting	DSC	3+2+0	60	40	100	4
26	BBA.4.2	Fashion Trends and Forecasting	DSC	3+2+0	60	40	100	4
27	BBA.4.3	Public Relation Management	DSC	3+2+0	60	40	100	4
28	BBA.4.4	Constitution of India	AECC	2+0+0	30	20	50	2
29	BBA.4.5	Sports/NCC/NSS/YOGA	SEC - VB	1+0+2	25	25	50	2
30	BBA.4.6	Business Leadership Skills/ Personal Wealth Management	OEC	3+0+0	60	40	100	3
<b>Sub- Total (D)</b>					<b>415</b>	<b>285</b>	<b>700</b>	<b>25</b>

**EXIT OPTION WITH DIPLOMA – ability to broadly defined problems**

Semester V								
SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA.5.1	Fashion Journalism	DSC	3+2+0	60	40	100	4
32	BBA.5.2	Event Management	DSC	3+2+0	60	40	100	4
33	BBA.5.3	Production and Service Management	DSE	3+2+0	60	40	100	4
34	BBA.5.4	Fashion Research	DSE	3+2+0	60	40	100	4
35	BBA.5.5	Information Technology for Managers	Vocational - 1	3+0+2	50	50	100	4
36	BBA.5.6	Cyber Security/Ethics and Self-Awareness	SEC-VB	1+0+2	25	25	50	2
<b>Sub- Total (E)</b>					<b>315</b>	<b>235</b>	<b>550</b>	<b>22</b>

Semester VI								
SI No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
37	BBA.6.1	Entrepreneurship & Start-Up Management	DSC	4+0+0	60	40	100	4
38	BBA.6.2	Fashion Photography	DSC	3+2+0	60	40	100	4
39	BBA.6.3	Talent and Model Management	DSE	3+2+0	60	40	100	4
40	BBA.6.4	Luxury Brand Management	DSE	3+2+0	60	40	100	4
41	BBA.6.5	Goods and Services Tax	Vocational - 2	4+0+0	60	40	100	4
42	BBA.6.6	Professional Communication	SEC-SB	2+0+0	30	20	50	2
<b>Sub- Total (F)</b>					<b>330</b>	<b>220</b>	<b>550</b>	<b>22</b>
<b>Total</b>								<b>140</b>

**EXIT OPTION WITH BACHELOR DEGREE – Ability to solve complex problems that are ill-structured requiring multi-disciplinary skills to solve them.**



Semester VII								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
43	BBA.7.1	Business Ethics & Corporate Governance	DSC	4+0+0	60	40	100	4
44	BBA.7.2	E Commerce	DSC	4+0+0	60	40	100	4
45	BBA.7.3	Advance Statistics for Business Research	DSC	3+2+0	60	40	100	4
46	BBA.7.4	Total Quality Management	DSE	3+2+0	60	40	100	4
47	BBA.7.5	Application of Statistical Software (Any one Statistical Software)	Vocational - 3	2+0+2	50	50	100	3
48	BBA.7.6	Research Methodology	DSC	3+0+0	60	40	100	3
<b>Sub- Total (G)</b>					<b>350</b>	<b>250</b>	<b>600</b>	<b>22</b>

Semester VIII								
Sl No	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
49	BBA.8.1	Strategic Management	DSC	4+0+0	60	40	100	4
50	BBA.8.2	Operations Research and Quantitative Techniques	DSC	4+0+0	60	40	100	4
51	BBA.8.3	Project Management	DSC	3+2+0	60	40	100	4
52	BBA.8.4	Digital Marketing	Vocational - 4	3+2+0	50	50	100	3
53	BBA.8.5	Research Projects/ Internship with Viva- voce	DSC		100+20 (Viva)	80	200	6
<b>Sub- Total (H)</b>					<b>350</b>	<b>250</b>	<b>600</b>	<b>21</b>
<b>Grand Total - Honours</b>					<b>3440</b>	<b>1520</b>	<b>4950</b>	<b>183</b>

**BACHELOR DEGREE WITH HONOURS – Experience of workplace problem solving in the form of internship or research experience preparing for higher education or entrepreneurship experience.**

**Notes:**

- One Hour of Lecture is equal to 1 Credit.
- Two Hours of Tutorial is equal to 1 Credit (Except Languages).
- Two Hours of Tutorial is equal to 2 Hours of Teaching
- Two Hours of Practical is equal to 1 Credit.
- Two Hours of Practical is equal to 1 Hour of Teaching

Practical Classes may be conducted in the Business Lab/Computer Lab/Classroom depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

**Acronyms Expanded**

- ✓AECC : Ability Enhancement Compulsory Course
- ✓DSC© : Discipline Specific Core (Course)
- ✓SEC : Skill Enhancement Course-Skill Based/Value Based SB/VB
- ✓OEC : Open Elective Course
- ✓DSE : Discipline Specific Elective
- ✓SEE : Semester End Examination
- ✓CIE : Continuous Internal Evaluation
- ✓L+T+P : Lecture+ Tutorial+ Practical(s)

**Name of the Program:** Bachelor of Business Administration  
(Modelling and Fashion Management)  
(BBA- MFM)  
**Course Code:** BBA 1.1  
**Name of the Course:** Financial Statement Analysis

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

**Pedagogy:** Classrooms lecture, tutorials, and problem solving.

**Course Outcomes:** On successful completion of the course, the students will demonstrate

- a) To evaluate the profitability of the business
- b) To make comparison within the firm (intra- firm) and with other firms (inter-firms)
- c) To find out business capability of paying interest, dividend etc.,
- d) To judge the performance of management
- e) To measure the firm's short-term and long-term solvency.

Syllabus:	Hours
<b>Module No. 1: INTRODUCTION TO FINANCIAL ANALYSIS</b>	14
Introduction to Financial Analysis: Reporting environment. Nature and purpose of financial accounting. Accruals. Fair Value accounting.	
<b>Module No. 2: ANALYSIS OF FINANCIAL DECISIONS</b>	12
Analysis of Financial Decisions. Liabilities. Leases. Postretirement benefits. Off-balance sheet financing. Accounting for contingencies and commitments.	
<b>Module No. 3: ANALYSIS OF INVESTMENT DECISIONS</b>	14
Analysis of Investment Decisions. Current assets. Inventories. Long-term assets. Depreciation. Intangible assets. Inter-corporate investment.	
<b>Module No. 4: ANALYSIS OF OPERATING DECISIONS.</b>	16
Analysis of Operating Decisions. Income measurement. Nonrecurring items, Revenues recognition. Deferred charges. Income taxes.	
<b>Module No. 5: PROFITABILITY ANALYSIS</b>	14
Profitability Analysis-Importance of return on invested capital. Accounting drivers of performance. Reclassification of financial information. Return decomposition	



**Skill Developments Activities**

1. Collect the balance sheets of two firms and do comparative statement and write the inference
2. Collect the financial statement of a company and identify the various short-term and long-term solvency ratios
3. Collect an Income Statement of three years of a company and do the trend analysis
4. Collect the balance sheet of two years of a firm and do comparative statement and write the inference

**Text Books:**

1. Financial Statement Analysis by K. R. Subramanyam and John Wild, 10e, 2009. McGraw Hill Education
2. Custom edition Financial Reporting and Analysis, compiled by P. Platikanova and G. Bartllori
3. Financial Statement Analysis and Security Valuation by Stephen Penman, 4e, 2009

**Name of the Program:** Bachelor of Business Administration (BBA)

(Modelling and Fashion Management)

**Course Code:** BBA 1.2

**Name of the Course:** Principles of Modelling

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

**Course Outcomes:** On successful completion of the course, the students will demonstrate

1. To know the working of modelling media
2. To understand and learn photography
3. To understand indoor and outdoor modelling
4. To learn photography trends

Syllabus:	Hours
<b>Module No. 1: MODELLING</b>	14
Modelling: Pre-History, Evolution of fashion, introduction, elements of Modelling, scope of Modelling in current fashion world, fashion writers, writing and editing articles, published Modelling media, formulation and styling of Modelling shoot, Modelling critics and Modelling reports.	
<b>Module No. 2: INTRODUCTION TO MODELLING MEDIA</b>	16

Introduction to Modelling media: Modelling magazines, books, lifestyle sections of newspapers, television, online Modelling magazines, websites, blogs, and social networks. Cordial relationships with Modelling industry people-Modelling photographers, designers, celebs, models and public relation specialists.	
<b>Module No. 3: MODELLING PHOTOGRAPHY</b>	<b>14</b>
Modelling photography: Types of photography, criteria for selecting camera and lens, working principles of professional cameras and accessories. Photography techniques and equipment for different fields	
<b>Module No. 4: INTRODUCTION TO MODELLING</b>	<b>14</b>
Introduction to Modelling, newspaper, magazines, Occasions: Fashion Shows, fashion fairs. Lighting techniques: Need, methods, lighting ratio and the effects of soft high key, glamour shots, mood shots, styling and makeup for fashion and glamour photography	
<b>Module No. 5: INDOOR AND OUTDOOR MODELLING</b>	<b>12</b>
Indoor and Outdoor Modelling: Camera, lens and equipment selection, lighting techniques - shooting with natural light, methods used to modify lighting on location, half- and full-length shots, comparison of Outdoor Photography by with Indoor photography.	

<b>Skill Developments Activities</b>
<ol style="list-style-type: none"> <li>1. Conducting a modelling shoot</li> <li>2. Creating a blog and an article for magazine</li> <li>3. Recording the video and the photography of an event</li> <li>4. Attending fashion fairs and learning their technical aspects</li> </ol>
<b>Text Books:</b>
<ol style="list-style-type: none"> <li>1. Billy Pegram, "Fashion Model Photography: Professional Techniques and Images"</li> <li>2. Bruce Smith, "Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade".</li> <li>3. Nigel Barker's 'Models of Influence'.</li> </ol>

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) (Modelling and Fashion Management) <b>Course Code:</b> BBA 1.3 <b>Name of the Course:</b> Fundamentals of Fashion Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
4 Credits	5 Hrs.	70 Hrs.
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b> <ol style="list-style-type: none"> <li>1. To know and understand Fashion and its terminology</li> <li>2. Understanding Fabrics, dyeing and Printing</li> <li>3. Understanding design and shades</li> <li>4. To know detail of garment making</li> </ol>		

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: OVERVIEW OF FASHION</b>	<b>12</b>
Overview of Fashion -Understanding fashion: Introduction and definition, Factors influencing fashion, Key Concepts and Terminology, Movement and direction of fashion.	
<b>Module No. 2: THEORIES OF FASHION MOVEMENT</b>	<b>14</b>
Theories of fashion movement, Consumer segmentation, International Trade in Fashion, Fashion Regulatory Bodies in India, Role of Fashion Profession	
<b>Module No. 3: INTRODUCTION TO FABRICS</b>	<b>14</b>
Introduction to Fabrics, Dyeing and Printing - Uses of fabrics Understanding the characteristics and properties of natural, synthetic and manmade fibres. Conversions of fibres into yarns Conversion of yarns into fabrics using looms. Understanding different types of dyeing of fibres and fabrics.	
<b>Module No. 4: DESIGN FUNDAMENTALS</b>	<b>16</b>
Design Fundamentals -Understanding the meaning of design, Understanding the basic Elements of Design - dot, line, shape and texture, Understanding the colour Theory - Hue, tint, shade, tone, colour schemes, the language and psychology of colour, Understanding the basic Principles of Design- Rhythm, balance, proportion, emphasis	
<b>Module No. 5: ELEMENT OF GARMENT MAKING</b>	<b>14</b>
Element of Garment Making -Introduction to sewing machine, its various parts and functions along with other sewing aids, Understanding the maintenance of sewing machine and simple problems and their solutions., Develop proficiency in straight and curved seams, Basic hand stitches - basting, hemming, back stitch, running stitch etc. with their end use.	



**Skill Developments Activities**

1. Collection and identifying different Fabrics
2. Attending workshops on Dyeing and Printing
3. Visiting a Garment industry – To know its maintenance, problems and solution
4. Meeting a Quality Check Manager and know the details of Quality Check, inspection and quality assurance

**Text Books:**

- 1) Chutler A J, Introduction to Clothing Production Management, Blackwell science, UK, 1998.
- 2) Fashion Studies (NEFT) Sr. Prof Banhi Jha, Dean (Academic).
- 3) Introduction to Fibres, Dyeing and Printing: Dr. Nilanjana Bairagi.
- 4) Design Fundamentals: Prof. Kripal Mathur.
- 5) Elements of Garment making: Prof Vandana Narang & Ms. Anu Jain.

**Name of the Program:** Bachelor of Business Administration (BBA)  
(Modelling and Fashion Management)  
**Course Code:** BBA 1.4 (OEC)  
**Name of the Course:** Business Organization

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

**Pedagogy:** Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work &

**Course Outcomes:** On successful completion of the course, the students will demonstrate

- a) The ability to understand concepts of business management, principles and function of management.
- b) The ability to explain the process of planning and decision making.
- c) The ability to create organization structures based on authority, task and responsibilities.
- d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- e) The ability to understand the requirement of good control system and control techniques.

Syllabus:	Hours
<b>Module No. 1: INTRODUCTION TO BUSINESS</b>	10
<b>Business:</b> Meaning, Nature, Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business	
<b>Module No. 2: FORMS OF BUSINESS ORGANIZATION</b>	12
Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits.	

<b>Module No. 3: PUBLIC ENTERPRISES</b>	<b>08</b>
Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits	
<b>Module No. 4: BUSINESS COMBINATIONS</b>	<b>08</b>
Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.	
<b>Module No. 5: MANAGEMENT OF ORGANIZATIONS</b>	<b>07</b>
Management-Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.	

<b>Skill Developments Activities</b>
<ol style="list-style-type: none"> <li>1. Preparation of partnership deed</li> <li>2. Draw a business tree</li> <li>3. Make a list of 10 PSUs</li> <li>4. Prepare a list of different types of business combinations</li> </ol>
<b>Text Books:</b>
<ol style="list-style-type: none"> <li>1. C B. Gupta - Business Organisation and Management, Sultan Chand &amp; Sons.</li> <li>2. Dr. S. C. Saxena - Business Administration &amp; Management, Sahitya Bhawan.</li> <li>3. M. C. Shukla - Business Organisation and Management. S Chand &amp; Company Pvt. Ltd.</li> <li>4. S.A Sherlekar - Business Organization, Himalaya Publishing House.</li> <li>5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand &amp; Sons.</li> <li>6. R.K. Sharma, Business Organisation &amp; Management Kalyani Publishers</li> <li>7. Dr. I.M. Sahai, Dr. Padmakar Asthana, ' <b>Business Organisation &amp; Administration</b> ', Sahitya Bhawan Publications Agra.</li> </ol>

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) (Modelling and Fashion Management) <b>Course Code:</b> BBA 1.4 <b>Name of the Course:</b> Business Organization Office Organization and Management (OEC)		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>3 Credits</b>	<b>3 Hrs.</b>	<b>45 Hrs.</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b> a) An understanding of basic knowledge of office organisation and management b) Demonstrate skills in effective office organisation c) Ability to maintain office records d) Ability to maintain digital record. e) Understanding of different types of organisation structures and responsibilities as future office managers.		

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: FUNDAMENTALS OF OFFICE MANAGEMENT</b>	08
<b>Introduction:</b> Meaning, importance and functions of modern office <b>Modern Office Organisation:</b> Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, <b>Nature of office services:</b> Types of services in a modern office, decentralization and centralization of office services, Departmentation of Office <b>Office management:</b> Meaning, Elements and major processes of office management <b>Office Manager:</b> Functions and qualifications of Office manager.	
<b>Module No. 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES</b>	07
<b>Office Accommodation and its Importance:</b> Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, <b>Office Lay-out:</b> Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. <b>Types of offices:</b> Open Office and Private Office- advantages and disadvantages.	
<b>Module No. 3: OFFICE ENVIRONMENT</b>	10
<b>Meaning and Components of Office Environment</b> <b>Interior Decoration:</b> Colour Conditioning, Floor Coverings, Furnishings, <b>Furniture and Fixtures:</b> Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture <b>Lighting and Ventilation,</b> <b>Noise:</b> Internal Noise, External Noise <b>Cleanliness, Sanitation and Health Safety and Security</b>	



<b>Module No. 4: RECORDS MANAGEMENT</b>	<b>10</b>
<p><b>Introduction to records:</b> Importance of Records, types of office records,  <b>Records Management:</b> Meaning, Principles of Record Keeping, Functions of 'Records Management'  <b>Filing:</b> Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine.  <b>Filing Methods:</b> Horizontal Filing -meaning, types and advantages, Vertical Filing- meaning, equipment used, advantage and disadvantages.</p> <p><b>Centralization and Decentralization of Filing-</b> Centralized filing and Decentralized Filing  <b>Office manual:</b> contents, Importance, types of office manuals.  <b>Indexing:</b> Meaning, importance, advantages and essentials of good indexing, type of index  <b>Retention and disposal of files:</b> Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.</p>	
<b>Module No. 5: OFFICE MECHANISATION AND DATA PROCESSING</b>	<b>10</b>
<p><b>Meaning, Importance and Objectives of Office Mechanisation,</b> Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation  <b>Kinds of Office Machines:</b> Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines  <b>Introduction to Data and Information:</b> Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart),  <b>Data Collection Methods-</b> Primary and secondary data collection methods  <b>Data presentation</b> Methods of Presentation of Data  <b>Data processing using computers:</b> Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation</p>	

<b>Skill Developments Activities</b>
<ol style="list-style-type: none"> <li>1. Visit an office and enlist the different types of machines used in the office</li> <li>2. Identify the different types of stationery used in offices today</li> <li>3. Draw a data life cycle chart</li> <li>4. Draw charts indicating different types of office layouts.</li> </ol>
<b>Text Books:</b>
<ol style="list-style-type: none"> <li>1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd</li> <li>2. M.E Thakuram Rao, Office organisation and Management, Atlantic</li> <li>3. Judith Read, Mary Lea Ginn, Record Management, 10<sup>th</sup> Edition, Cengage Learning.</li> </ol>

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) (Modelling and Fashion Management) <b>Course Code:</b> BBA 2.1 <b>Name of the Course:</b> Fashion Merchandising		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs.</b>	<b>70 Hrs.</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b>		
<ol style="list-style-type: none"> <li>1. Demonstrate understanding of the fashion process, i.e., the fashion life cycle, the forces that inhibit, encourage and shape fashion change; and theories that address the source of new styles and their adoption within consumer markets.</li> <li>2. Use appropriate terminology in identifying and describing design elements and principles pertaining to apparel design and selling environments.</li> <li>3. Evaluate and select appropriate textile products given specific end uses and consumer markets.</li> <li>4. Apply social science concepts and theories in anticipating the fashion product and shopping needs and preferences of specific consumer markets.</li> <li>5. Demonstrate different functions of the merchandising process, including the development of buying plans, promotional materials and events and sales strategies for multiple retail channels.</li> </ol>		

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MERCHANDISING</b>	<b>12</b>
<b>Introduction to merchandising:</b> Evolution, merchandising types, basic functions of merchandising, merchandising technology, merchandiser's key responsibilities.	
<b>Module No. 2: DOMESTIC AND EXPORT MARKETING</b>	<b>14</b>
<b>Domestic and export marketing:</b> Study of market, market structure, market types, business strategic planning, micro and macro environments, market development, problems and benefits.	
<b>Module No. 3: 6 R'S OF FASHION MERCHANDISING</b>	<b>16</b>
6 R's of fashion merchandising, fashion forecasting, fashion interpretation, merchandise resource planning, and elements of planning, capacity planning, merchandising calendar, KPI measurements, buying and selling seasons in different market.	
<b>Module No. 4: MARKET RESEARCH</b>	<b>14</b>
<b>Market Research:</b> Research types, research objectives, developing research plan, methods of sampling, data source & collection methods, data analysis, presenting findings, interpretation and implementation.	



**Module No. 5: INTRODUCTION TO CONCEPT AND PRINCIPLES OF BASIC ARITHMETIC CALCULATION**

14

Introduction to concept and principles of basic arithmetic calculation and apply knowledge of specific area to perform practical operations in fashion merchandising.

**Skill Developments Activities**

1. Conducting Research and predicting fashion trends
2. Attending fashion shows
3. Directing fashion photo shoots
4. Working with design, planning and sales teams

**Text Books:**

1. Del Hawkins, David Mothersbaugh, Amit Mookerjee, "Consumer Behaviour: Building Marketing Strategy", Tata McGraw Hill Education, 11th edition, 2012.
2. Donnellan, John, "Merchandise Buying and Management", Fairchild Books, 3rd Edition, 2007.
3. Grace I. Kunz, "Merchandising: Theory, Principles, and Practice", Fairchild Books, 3rd Edition, 2009.
4. Jeremy A. Rosenau, David L. Wilson, "Apparel Merchandising - The Line Starts Here", Fairchild Books, 3rd Edition, 2006.

**Name of the Program:** Bachelor of Business Administration (BBA)  
(Modelling and Fashion Management)

**Course Code:** BBA 2.2

**Name of the Course:** Fashion Business Planning

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	5 Hrs.	70 Hrs.

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

**Course Outcomes: On successful completion of the course, the students will demonstrate**

1. Understand what it takes to be a fashion entrepreneur
2. Analysis of small and medium businesses
3. End-to-end knowledge of starting and running a business
4. Acquire the skills to write a business plan.

**Syllabus:** Hours

**Module No. 1: THE NATURE AND IMPORTANCE OF ENTREPRENEURS** 14

The Nature and Importance of Entrepreneurs -Nature and Development of Entrepreneurship. Definition Entrepreneur Today, Entrepreneurial Decision Process



<b>Module No. 2: ROLE OF ENTREPRENEURSHIP</b>	<b>14</b>
Role of Entrepreneurship in Economic Development, Intrapreneurship, Entrepreneurship, Entrepreneurial Careers and Education, The Future of Entrepreneurship	
<b>Module No. 3: SMALL &amp; MEDIUM ENTERPRISES (SME)</b>	<b>16</b>
Small & Medium Enterprises (SME) Role of SME, concept and definitions of SME, government policy and SME in India, growth and performance of SME sector, problems for SMEs, Sickness in SME, criteria to identify sickness, causes, symptoms and remedial measures of sickness, institutional support for SMEs.	
<b>Module No. 4: STARTING THE BUSINESS</b>	<b>12</b>
Starting The Business - Business Idea & Innovation Business idea, Opportunity Recognition, Product Planning and Development Process, Establishing Evaluation Criteria, Idea Stage, Concept Stage Product Stage, Test Marketing Stage, Creativity, Innovation and entrepreneurship, barriers to creativity, techniques for improving the creative process, corporate entrepreneurship, causes, climate, intrapreneurial leadership characteristics, Establishing intrapreneurship in the organization.	
<b>Module No. 5: PROJECT PREPARATION AND APPRAISAL</b>	<b>14</b>
Project Preparation and Appraisal -Project Preparation, feasibility and evaluation, what is the Business Plan? Various types of business plans, Format of business plan, writing of business plan, Using and Implementing the Business Plan, Measuring Plan Progress, Updating the Plan, Why Some Business Plans Fail, Different sections of the business plan - The marketing plan, The organization plan, The financial plan.	

#### **Skill Developments Activities**

1. Make a presentation of their favorite fashion entrepreneur
2. Write a short note on small businesses in Mysore
3. Prepare a business plan for a new venture including marketing plan, business plan and financial plan.

#### **Text Books:**

5. Vasant Desai: - Dynamics of Entrepreneurial Development and Management HPH.
6. Hisrich, Robert d., Peters, Michael p., and Shepherd, Dean A: entrepreneurship, Tata McGraw-Hill; sixth edition, 2007.
7. Mathew J Manimala: - Entrepreneurship at the Crossroads – Biztantra.
8. Mohanty – Fundamentals of Entrepreneurship, Prentice Hall of India

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) (Modelling and Fashion Management) <b>Course Code:</b> BBA 2.3 <b>Name of the Course:</b> Modelling Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>5 Hrs.</b>	<b>70 Hrs.</b>
<b>Pedagogy:</b> Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the students will demonstrate</b> <ol style="list-style-type: none"> <li>1. To understand and learn acting</li> <li>2. To know and learn Mono Modelling</li> <li>3. Understanding the modelling industry</li> <li>4. To learn and understand Fashion styling</li> </ol>		

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: ACTING</b>	<b>12</b>
Definition of Acting-Responsibilities of a Model tools of a model character analysis	
<b>Module No. 2: OBSERVATIONS ASPECTS</b>	<b>14</b>
Observations aspects, Stage presence, concentration, conviction, confidence, energy and directionality and Stylized modelling with reference to historical and mythological plays.	
<b>Module No. 3: MONO MODELLING</b>	<b>14</b>
Mono Modelling-different types of characters -Stage presence- completeness (gesture, posture, movement) Interaction: Eye contact and Modelling, reaction with co-artists, relating to their elements of performance (set, property, costume, composition and lights).	
<b>Module No. 4: MODELLING INDUSTRY</b>	<b>16</b>
Modelling industry past/present/future, Types of modelling, Introduction to fashion, Catwalk techniques and posing and types of choreography	
<b>Module No. 5: INTRODUCTION TO RAMP WALK</b>	<b>14</b>

Introduction to ramp walk, Camera walk, skin care & makeup, Hair Styling and various trends and casting techniques for TVC and male grooming and Introduction to photographic posing technique – attitude and agency etiquette, personality development to enhance and groom the unique personalities and portfolio planning.

#### Skill Developments Activities

1. Attending Workshops on Acting
2. Attending Fashion Show
3. Understanding the Fashion Styling
4. Attending Make-over session for models

#### Text Books:

1. Aaron Marcus's 'How to Become a Successful Commercial Model', Marcus Institute of Commercial Modelling; 5th edition, March 2008.
2. Nigel Barker's 'Models of Influence', Harper Design; I edition, February 2015.
3. The Beauty Pageant's Greenroom by Rita Gangwani, Academic Foundation, 1<sup>st</sup> edition, December 2016.

**Name of the Program:** Bachelor of Business Administration (BBA)(Modeling and Fashion Management)

**Course Code:** BBA 2.4 (OEC)

**Name of the Course:** People Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes:** On successful completion of the course, the students will demonstrate

- a) Ability to examine the difference between People Management with Human resource Management
- b) Ability to explain the need for and importance of People Management.
- c) Ability to explain role of manager in different stages of performance management process
- d) Ability to list modern methods of performance and task assessment.
- e) Ability to analyse the factors influencing the work life balance of a working individual.



Syllabus:	Hours
<b>Module No. 1: INTRODUCTION TO PEOPLE MANAGEMENT</b>	<b>06</b>
<p><b>Diversity in organisation:</b> age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.</p>	
<b>Module No. 2: GETTING WORK DONE AND ASSESSMENT AND EVALUATION</b>	<b>12</b>
<p><b>Getting work done:</b> Challenges of getting work done, significance of prioritization and assigning work to team members.</p> <p><b>Performance Management:</b> meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.</p>	
<b>Module No. 3: BUILDING PEER NETWORKS AND ESSENTIALS OF COMMUNICATION</b>	<b>12</b>
<p><b>Building Peer Networks:</b> Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace.</p> <p><b>Essentials of Communication:</b> Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.</p>	
<b>Module No. 4: MOTIVATION</b>	<b>08</b>
<p>Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation</p>	
<b>Module No. 5: MANAGING SELF</b>	<b>07</b>
<p>Reflection on what does it mean to be a people manager; building a personal development plan for oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work life balance, Factors influencing Work life Balance</p>	
<b>Skill Developments Activities</b>	
<ol style="list-style-type: none"> <li>1. Analyse two cases on any of the above content indicated above.</li> <li>2. List out the modern tools to performance assessment and evaluation.</li> <li>3. Conduct a survey of work life balance of working individuals</li> <li>4. Draft a Career development of working individual in the middle level management.</li> </ol>	

**Text Books:**

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07- 115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/c. ISBN: 0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.
5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.
6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

**Name of the Program:** Bachelor of Business Administration (BBA)

(Modelling and Fashion Management)

**Course Code:** BBA 2.4 (OEC)

**Name of the Course:** Retail Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

**Pedagogy:** Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.

**Course Outcomes:** On successful completion of the course, the students will demonstrate

- a) An understanding of the types and forms of Retail business.
- b) Ability to examine Consumer Behaviour in various environment.
- c) Ability to analyse various Retail operations and evaluate them.
- d) Ability to analyse various marketing mix elements in retail operations.
- e) An understanding of Information Technology in retail business.

Syllabus:	Hours
<b>Module No. 1: INTRODUCTION TO RETAIL BUSINESS</b>	08
Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories	

– Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.	
<b>Module No. 2: CONSUMER BEHAVIOUR IN RETAIL BUSINESS</b>	<b>08</b>
Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.	
<b>Module No. 3: RETAIL OPERATIONS</b>	<b>08</b>
Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Management.	
<b>Module No. 4: RETAIL MARKETING MIX</b>	<b>14</b>
Introduction -Product: Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing: Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place: Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion: Setting objectives – communication effects - promotional mix.	
<b>Module No. 5: INFORMATION TECHNOLOGY IN RETAILING</b>	<b>07</b>
Non store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.	



### Skill Developments Activities

1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing a store operations
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

### Text Books:

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, VBH.
4. R.S Tiwari ; Retail Management, HPH

Total 28 pages.

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