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Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A')

(NIRF-2023 Ranked 44 in University Category & 71 in Overall Category)

No.: PMEB-1/Spl./09(1)/2023-24

Date: 08-07-2024

NOTIFICATION

Sub.: Syllabus and Examination pattern of **B.B.A. (Modelling and Fashion Management)** course under Specialized Programme from the academic year 2024-25-reg.

- Ref.: 1. Decision of the BOS Meeting held on 29-01-2024.
2. Decision of the Faculty of Commerce meeting held on 15-06-2024.
3. Decision of the Academic Council meeting held on 28-06-2024.

The Board of Studies in **B.B.A. (Modelling and Fashion Management) (UG)** at its meeting held on 29-01-2024 has recommended the approval of the 3rd year Syllabus of **B.B.A. (Modelling and Fashion Management)** course in University of Mysore under specialized/specified programs from the academic year 2024-25 as per NEP-2020.

The Faculty of Commerce and the Academic Council at their meetings held on 15-06-2024 and 28-06-2024 respectively, have also approved the above proposal and the same is hereby notified.

The 3rd year syllabus of **B.B.A. (Modelling and Fashion Management)** course may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.


REGISTRAR

REGISTRAR
University of Mysore
MYSURU - 570 005 8/7

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, Dept. of Commerce, Hemagangotri, Hassan.
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.

Phone No.: 91-821-2510789
91-821-2419551
91-821-2419331



DEPARTMENT OF STUDIES IN COMPUTER SCIENCE

No. MG/CS/ /20 -20

MANASAGANGOTRI,
MYSORE-570 006
Dated: 29-01-2024

Prof. Suresha
Professor
Chairman, BoS in BBA (Modeling and Fashion Management)

To
The Director, PMEB, University of Mysore

Dear sir / Madam

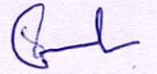
Sub: Submitting proceedings of the BoS Meeting in connection with Specialized BBA (Modelling and Fashion Management) program.

Ref: Your letter No. PMEB-5/Spl.-31/2022-2023 dt 02-01-2024

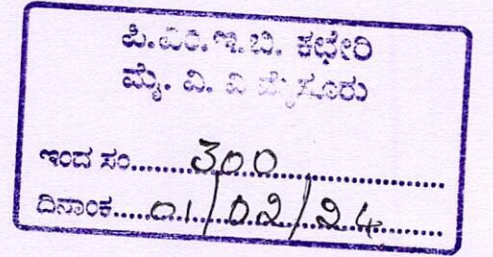
With reference to the above, I am herewith submitting a copy of the proceeding of the meeting of the members of BoS in BBA (Modelling and Fashion Management) along with the recommended list of courses and respective syllabi for your further needful action

Thanking you

Sincerely Your's



(Suresha)




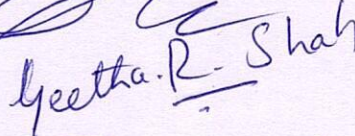
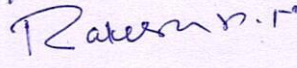

2/1/24

2/1
PMEB-5

Proceedings of the meeting of the members of the Board of Studies in BBA (Modelling and Fashion Management)) (UG) held on 29-01-2024 at 10.30 AM at CRESTA FIRST GRADE COLLEGE, Mysuru.

Ref: 1. No. UA2/159(4)/2017-2018 dt 18-03-2021
2. No. PMEB-5/SPL-31/2022-23 dt 12-01-.2024

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 CRESTA First Grade College, on Monday the 29-01-2024 at 10.30 AM. The following members have attended the meeting.

- | | | |
|-----------------------|----------|--|
| 1. Dr. S Devaraj | Member |  |
| 2. Mrs. Geetha R Shah | Member |  |
| 3. Dr. Rakesh HM | Member |  |
| 4. Prof. Suresha | Chairman |  |

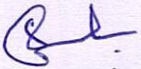
The following member were absent for the meeting.

- | | |
|------------------------|--------|
| 1. Mr. Prasad Bidappa | 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 existing specialized UG Program called BBA (HONS.) (Modelling and Fashion Management). The draft of the restructured scheme, titles of the courses and the respective syllabi for only third year 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. This specialized BBA (Hons.) (Modelling and Fashion Management) should also be offered under the common NEP2020 regulations being followed by the University from time to time for the existing general (conventional) BBA (Hons.) program from the academic year 2022-23. 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 the distributions of credits in each semester are exactly on par with the existing general BBA (Hons.) program of the University.
3. The list of the titles of the courses finalized along with respective syllabi for third year (5th and 6th Semester) of the program are attached in ANNEXURE – A: BBA (HONS.) (Modelling and Fashion Management).
4. The board has resolved to follow the same list of examiners approved for general BCA program for this specialized program also.


Prof. Suresha
CHAIRMAN

**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, Manasagangothri, 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 th Main, Vijayanagar 1 st Stage, Mysuru - 570 017	Member
5.	Dr.S.Devraj Associate Director, #30, LISAA School of Design, Opp, Adugod 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

REGISTRAR

20/3/2021

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, PMEB, 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.

ಸಂಖ್ಯೆ: ಪಿ.ಎಂ.ಇ.ಬಿ.-5/Spl.-31/2022-23

ದಿನಾಂಕ: 02.01.2024

ಇವರಿಗೆ;

ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರು/ಸದಸ್ಯರುಗಳು
Specialized Programme
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು

ಮಾನ್ಯರ,

ವಿಷಯ: ಅಧ್ಯಯನ ಮಂಡಳಿಯ ವಾರ್ಷಿಕ ಸಭೆಯನ್ನು ಏರ್ಪಡಿಸುವ ಬಗ್ಗೆಗೆ

* * * * *

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ Specialized Programme ಅಡಿಯಲ್ಲಿ ರಚಿತವಾಗಿರುವ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳು ವಾರ್ಷಿಕ ಸಭೆಗಳನ್ನು ದಿನಾಂಕ 30.01.2024ರೊಳಗೆ ಏರ್ಪಡಿಸಿ, Specialized Programmeನಡಿ ಮಾನ್ಯತೆ ಪಡೆದ ಕೋರ್ಸ್‌ಗಳ ಪಠ್ಯಕ್ರಮಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ತಮ್ಮ ಶಿಫಾರಸ್ಸುಗಳಿದ್ದಲ್ಲಿ, ಸದರಿ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ಸಭೆಯ ನಡವಳಿ ಪತ್ರದೊಂದಿಗೆ ಈ ಕಛೇರಿಗೆ (ಪಿ.ಎಂ.ಇ.ಬಿ.) ಜರೂರಾಗಿ ಮುಂದಿನ ಕ್ರಮಕ್ಕಾಗಿ ಸಲ್ಲಿಸುವಂತೆ ತಿಳಿಸಲಾಗಿದೆ.

ವಾರ್ಷಿಕ ಸಭೆಯಲ್ಲಿ ಪಾಲಿಸಬೇಕಾದ ನಿಯಮಗಳು:

1. ಯು.ಜಿ.ಸಿ. ಮಾರ್ಗಸೂಚಿಯನ್ವಯ ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದಲ್ಲಿ ಬೋಧಿಸಲ್ಪಡುತ್ತಿರುವ ಎಲ್ಲಾ ವಿಷಯಗಳ ಪಠ್ಯಕ್ರಮವನ್ನು ಪ್ರತಿ 03 ವರ್ಷಗಳಿಗೊಮ್ಮೆ ಪರಿಷ್ಕರಿಸುವುದು.
2. ಕರ್ನಾಟಕ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾನಿಲಯಗಳ ಕಾಯ್ದೆ 59(2)ರನ್ವಯ ಯಾವುದೇ ಹೊಸ ಕೋರ್ಸ್‌ಗಳು/ಡಿಪ್ಲೊಮಾಗಳನ್ನು ಪ್ರಾರಂಭಿಸುವ ಮುನ್ನ ಸಂಬಂಧಪಟ್ಟ ಪ್ರಾಧಿಕಾರಗಳಿಂದ (ಉದಾ: NCTE, ICAR ಮುಂತಾದವು) ಅನುಮತಿಯನ್ನು ಕಡ್ಡಾಯವಾಗಿ ಪಡೆದುಕೊಳ್ಳಬೇಕಾಗಿರುತ್ತದೆ. ಈ ಅಂಶವನ್ನು ಗಮನಿಸುವುದು.
3. 2024-25ನೇ ಸಾಲಿನಿಂದ ಜಾರಿಗೊಳಿಸಬೇಕಾದ ಪಠ್ಯಕ್ರಮಗಳ ಬದಲಾವಣೆಗಳು ಏನಾದರೂ ಇದ್ದಲ್ಲಿ.
4. 2024-25ನೇ ಸಾಲಿನಿಂದ ಜಾರಿಗೊಳಿಸಬೇಕಾದ ಸ್ನಾತಕೋತ್ತರ/ಸ್ನಾತಕ ಪದವಿ/ ಡಿಪ್ಲೊಮಾ/ ಸರ್ಟಿಫಿಕೇಟ್ ಇತ್ಯಾದಿ ಹೊಸ ಶಿಕ್ಷಣಗಳ ಬಗ್ಗೆ ಶಿಫಾರಸ್ಸು ಇದ್ದಲ್ಲಿ ಹಾಗೂ ಕರ್ನಾಟಕ ರಾಜ್ಯ ಉನ್ನತ ಶಿಕ್ಷಣ ಪರಿಷತ್, ಬೆಂಗಳೂರುರವರು ಕಾಲಕಾಲಕ್ಕೆ ಪಠ್ಯಕ್ರಮಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ನೀಡುವ ನಿರ್ದೇಶನದಂತೆ ಕ್ರಮವಹಿಸುವುದು.
5. ಸಭೆಯ ಸೂಚಿಪತ್ರ ಮತ್ತು ಕಾರ್ಯಸೂಚಿ (Meeting Notice and Agenda) ಇತ್ಯಾದಿಗಳನ್ನು ಸಂಬಂಧಪಟ್ಟವರಿಗೆ Certificate of Posting/Courier ಮುಖಾಂತರ ಕಳುಹಿಸಿ, ಅಗತ್ಯ ಸ್ವೀಕೃತಿ ಪಡೆಯುವುದು. ಸಭೆಯ ಸೂಚಿಪತ್ರ ಮತ್ತು ಕಾರ್ಯಸೂಚಿಯ ಒಂದು ಪ್ರತಿಯನ್ನು ಈ ಕಛೇರಿಗೆ ಮಾಹಿತಿಗಾಗಿ ಕಳುಹಿಸಬಹುದಾಗಿದೆ.
6. ಸಭೆಯಲ್ಲಿ ತೆಗೆದುಕೊಂಡ ನಿರ್ಣಯಗಳನ್ನು ಒಳಗೊಂಡಂತೆ ದಾಖಲಿಸಿದ ನಡವಳಿಯನ್ನು ಸಿದ್ಧಪಡಿಸಿ, ಸಭೆಯಲ್ಲಿ ಹಾಜರಿರುವ ಎಲ್ಲಾ ಸದಸ್ಯರ ಸಹಿ ಪಡೆಯಬೇಕು. ಸಭೆಯಲ್ಲಿ ಹಾಜರಿದ್ದ ಮತ್ತು ಹಾಜರಿಲ್ಲದ ಸದಸ್ಯರ ಹೆಸರುಗಳನ್ನು ನಡವಳಿಯಲ್ಲಿ ದಾಖಲಿಸಬೇಕು.

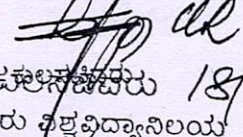
ಪು.ತಿ.ನೋ.

7. ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಲ್ಲಿ ನಡೆಯುವ ಪರೀಕ್ಷೆಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಸಿದ್ಧಪಡಿಸಲಾದ ಪರೀಕ್ಷಕರ ಪಟ್ಟಿಯನ್ನು (Panel of Examiners)ಕುಲಸಚಿವ(ಪರೀಕ್ಷಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು ಇವರಿಗೆ ಮೊಹರಾದ ಲಕೋಟಿಯಲ್ಲಿ ನೇರವಾಗಿ ಸಲ್ಲಿಸುವುದು.
8. ಅಧ್ಯಯನ ಮಂಡಳಿಗಳ ಶಿಫಾರಸ್ಸುಗಳನ್ನು ನಿಕಾಯಗಳ ಸಭೆಯ ಮುಂದೆ ಮಂಡಿಸಬೇಕಾಗಿರುವುದರಿಂದ, ಆದಷ್ಟು ಬೇಗ ನಡಾವಳಿಯನ್ನು ಕಳುಹಿಸುವುದು. ಒಂದು ವೇಳೆ ದಿನಾಂಕ 30.01.2024ರೊಳಗಾಗಿ ನಡವಳಿಯನ್ನು ಕಳುಹಿಸದಿದ್ದಲ್ಲಿ, ಸಂಬಂಧಪಟ್ಟ ಅಧ್ಯಯನ ಮಂಡಳಿಯ ಅಧ್ಯಕ್ಷರು ನೇರ ಹೊಣೆಗಾರರಾಗಿರುತ್ತಾರೆ ಮತ್ತು ಅಂತಹವರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯವು ಕೈಗೊಳ್ಳಬಹುದಾದ ಕ್ರಮಕ್ಕೆ ಬದ್ಧರಾಗಿರಬೇಕಾಗಿರುತ್ತದೆ. ಆದುದರಿಂದ ಸಕಾಲದಲ್ಲಿ ನಡಾವಳಿಯನ್ನು ಕಳುಹಿಸುವ ಮೂಲಕ ತಮ್ಮೆಲ್ಲರ ಸಹಕಾರವನ್ನು ಕೋರಲಾಗಿದೆ.

ವಿಶೇಷ ಸೂಚನೆ:

ಎಲ್ಲಾ ಅಧ್ಯಯನ ಮಂಡಳಿಗಳ ಸಭೆಯನ್ನು ದಿನಾಂಕ 30.01.2024ರೊಳಗೆ ನಡೆಸಿ ವಿಶ್ವವಿದ್ಯಾನಿಲಯಕ್ಕೆ ಸಲ್ಲಿಸುವಂತೆ ಸೂಚಿಸಿರುವುದರಿಂದ ಯಾವುದೇ ಕಾರಣ ನೀಡದೆ ಸಭೆಯ ನಡಾವಳಿಯನ್ನು ನಿಗದಿತ ದಿನಾಂಕದೊಳಗೆ ಕಡ್ಡಾಯವಾಗಿ ಪಿ.ಎಂ.ಇ.ಬಿ. ವಿಭಾಗಕ್ಕೆ ಸಲ್ಲಿಸಲು ಸೂಚಿಸಿದೆ.

ನಿಮ್ಮ ನಂಬುಗೆಯ


ಕುಲಸಚಿವರು 18/1/2024

ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಮೈಸೂರು 570 005

ಪ್ರತಿ:

- 1) Specialized Programme ಅಡಿಯಲ್ಲಿ ಮಾನ್ಯತೆ ಪಡೆದ ಸಂಸ್ಥೆಯ ನಿರ್ದೇಶಕರು/ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ.
- 2) ವಿಜ್ಞಾನ ಮತ್ತು ತಂತ್ರಜ್ಞಾನ, ಕಲಾ, ವಾಣಿಜ್ಯ, ಹಾಗೂ ಶಿಕ್ಷಣ ನಿಕಾಯದ ಡೀನರುಗಳಿಗೆ.
- 3) ಕುಲಸಚಿವರು(ಪರೀಕ್ಷಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
- 4) ಉಪಕುಲಸಚಿವರು(ಪ್ರಾಧಿಕಾರ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
- 5) ನಿರ್ದೇಶಕರು, ಐ.ಸಿ.ಡಿ., ಗಣಕವಿಜ್ಞಾನ ಅಧ್ಯಯನ ವಿಭಾಗ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು - ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ವೆಬ್‌ಸೈಟ್‌ನಲ್ಲಿ ಪ್ರಕಟಿಸಲು ಕೋರಿದೆ.
- 6) ಮಾನ್ಯ ಕುಲಪತಿಗಳು/ಕುಲಸಚಿವರು/ಕುಲಸಚಿವ (ಪರೀಕ್ಷಾಂಗ)ರವರ ಆಪ್ತ ಸಹಾಯಕರು, ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
- 7) ಕಛೇರಿ ಪ್ರತಿ.

Annexure A -BBA (MFM) Scheme

NEP 2020 CURRICULUM
Proposed Syllabus for
Bachelor of Business Administration
(Modelling and Fashion Management)

SEMESTER- V

SL No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
31	BBA5.1	Fashion Research	DSC-13	4+0+0	60	40	100	4
32	BBA5.2	Fashion Supply Chain management	DSC-14	3+0+2	60	40	100	4
33	BBA5.3	Event Management	DSC-15	4+0+0	60	40	100	4
34	BBA5.4	Visual Merchandising	DSE-1	3+0+0	60	40	100	3
35	BBA5.5	Luxury Brand Management	DSE-2	3+0+0	60	40	100	3
36	BBA5.6	A. Information Technology for Business (Excel & DBMS) B. Digital Marketing	Vocational-1 Anyone to be chosen	3+0+2	60	40	100	4
37	BBA5.7	Cyber Security / Employability skills	SEC-VB	1+0+2	30	20	50	2
SUBTOTAL(E)					390	260	650	24

SEMESTER- VI

SL No.	Course Code	Title of the Course	Category of Course	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
38	BBA6.1	Fashion Photography	DSC	4+0+0	60	40	100	4
39	BBA6.2	Talent and Model Management	DSC	3+0+2	60	40	100	4
40	BBA6.3	Entrepreneurship Development	DSC	4+0+0	60	40	100	4
41	BBA6.4	Elective-1 (Fashion Communication)	DSE	3+0+0	60	40	100	3
42	BBA6.5	Elective-2 (Computer Aided Design)	DSE	3+0+0	60	40	100	3
43	BBA6.6	A. Goods and Services Tax B. ERP Application	Vocational-2 Anyone to be chosen	2+0+2	60	40	100	4
44	BBA6.7	Internship	I-1	4weeks	-	50	50	2
SUBTOTAL (F)					360	290	650	24

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

Course Code: BBA 5.1

Name of the Course: Fashion Research

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56

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

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

- Students will be able to understand the trends in fashion industry and the role of photography.
- To provide skills for development of inspiration and mood boards relevant to a particular theme or season.
- To equip students with knowledge of various components of fashion library, identify them in current fashion and apply them in their own designing.
- To enable students to develop articles from natural and synthetic dyes.

Syllabus:	Hours
Module No. 1: MARKET RESEARCH	12
Introduction to Marketing – Definition and Objectives, Developing the research design, Data collection, analysis of data, presenting the finding Types, Four P 's, Fashion promotion advantages, Trade shows, Market weeks, exhibitions, Fashion shows, Market survey and research.	
Module No. 2: FASHION TREND FORECAST	12
Introduction to Fashion trend forecasting websites leading online trend-analysis and research service on creative and business intelligence for the apparel, style, design and retail industries, insight and creative inspiration, real-time retail coverage, seasonal trend analysis, consumer research and business information.	
Module No. 3: STAGES OF DESIGN THINKING	12
Define, Research, Ideate, Prototype, Select, Implement, Learn Research -Identifying Drivers, Information Gathering, Target groups, Sample & Feedbacks	
Module No. 4: FASHION RESEARCH AND ANALYSIS	10
Fashion forecasting, Trend Prediction, Brand research Agencies, Sources of Fashion Forecasting Information.	
Module No. 5: YARN SCIENCE	10
Textile fibers, Definition, Sources, Classification and properties to textile fibers. Cellulose fibers-Cotton, flax origin, manufacture, properties and uses. Protein fibers – Silk, Wool – Properties and end uses	

Skill Developments Activities

1. Create a forecast chart and list the stages
2. Documenting on Fashion Research mythology
3. List out the major functions of a Fashion Research mythology diagrammatically
4. List out the current trends and Fashion Market
5. List out the Factors Influencing in the location of a New Fashion

Text Books:

1. Goodreads - The End of Fashion: How Marketing Changed the Clothing Business Forever
2. M Angela - Modern Fashion Traditions
3. Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995. Castelino, M. Fashion Kaleidoscope, Rupa & Co. 1994.
4. Martin. M. Pegler, Store Window No.14, No 12, Visual reference Publishers, NewYork, 2004.
5. Fletcher.R-(1971)-The Making of Sociology-Rawat Publications

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

Course code : BBA 5.2

Name of the course: FASHION SUPPLY CHAIN MANAGEMENT

Course Credits	No. of hours per week	Total No. of Teaching Hours
4 Credits	4	56

Pedagogy: Classroom lecture, tutorials and case studies.

Course Outcomes: On successful completion of the course, the students will demonstrate	Hours
<p>a) Students will be able to understand the fundamentals of supply chain management.</p> <p>b) To understand key challenges and trends in fashion supply chain.</p> <p>c) To equip students with knowledge of suppliers and vendors and vendor management.</p>	
Syllabus :	
Module 1 : Introduction to supply chain management	12
Introduction Basic concepts & philosophy of SCM, essential features, decision phases – process view, supply chain framework, key issues in SCM and benefits. Supply chain drivers- logistical and functional drivers	
Module 2 : Inventory Management	12
Inventory Management and Warehousing Facility and warehouse management system; Concept, various costs associated with inventory, EOQ, buffer stock, lead time reduction, reorder point / re-order level fixation, ABC analysis, SDE/VED Analysis. Vendor Managed Inventory.	
Module 3 : Design supply chain network	10
Designing the supply chain network designing the distribution network, role of distribution, factors influencing distribution, design options, distribution networks in practice, network design in the supply chain, factors affecting the network design decisions	
Module 4 : Planning and designing transport network	12
Designing and Planning Transportation Networks, role of transportation, modes and their performance, transportation Infrastructure and policies, design options and their tradeoffs, tailored transportation; Sourcing, supply chain pricing and revenue management.	
Module 5 :	10
Purchasing and vendor management Centralized and decentralized purchasing, function of purchase department and purchase policies, vendor rating/ evaluation, single vendor concept, management of stores, account for materials, Vendor relationship management.	
Books for Reference :	
<ol style="list-style-type: none"> 1. Supply Chain Logistics Management, Donald J Bowersox, Dand J Closs, M Bixby Coluper, 2nd Edition, TMH, 2008. 2. Supply Chain Management-A Managerial Approach, Amith Sinha, Herbert, 2nd edition, TMH. 	

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

Course code: BBA 5.3

Name of the course: EVENT MANAGEMENT

Course Credits	No. of hours per week	Total No. of Teaching Hours
4 Credits	4	56

Pedagogy: Classroom lecture, tutorials and case studies.

Course Outcomes: On successful completion of the course, the students will demonstrate	Hours
<p>a) Students will be able to understand the fundamentals of event management.</p> <p>b) Plan and Organize events and understand the challenges associated with it.</p> <p>c) Different techniques for effective event management.</p>	

Syllabus :

Module 1 : Introduction to Event Management	12
Introduction to event Management, Size & type of event, Event Team, Code of ethics, customer relationship management and concepts, modern marketing. Economics & Management Decisions, Qualitative technique- Understanding the qualitative techniques and its concepts to deliver the quality service, Understanding the qualitative techniques and its concepts to deliver the quality service and Historical Perspective	
Module 2 : Organization Behaviour	12
Organization behavior-Types of various behavioral issues at the workplace in any organization, Marketing Management.	
Module 3 : Introduction to Human Resource Management	10
Introduction to Human Resource Management- Consumer Behavior and Brand Management- Event Planning - planning process of an event, Principles of Event Management	
Module 4 : Written Communications	12
Written communications, (Official, demi-official, Invoice, tender, proposal). Verbal communications and Event Management (Corporate & Social)	
Module 5 : Traits and Characteristics	10
Protocols, Dress codes, staging, staffing and Leadership, Traits and characteristics.	

Books for Reference :

1. Event Management By Lynn Van Der Wagen & Brenda R Carlos.
2. Event management, a professional approach by Ashutosh Chaturvedi.
3. Start And Run Event planning business by Cindy lemaire Mardi foster-walker.
4. Successful Event Management by Anton Shone & Bryn Parry.

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

Course code : BBA 5.4

Name of the course : VISUAL MERCHANDISING

Course Credits	No. of hours per week	Total No. of Teaching Hours
3 Credits	3	45

Pedagogy: Classroom lecture, tutorials and case studies.

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

- a. Understanding of architectural tools required for store planning.
- b. Exposure to variety of material used in industry.
- c. Usage of Lighting

Syllabus : VISUAL MERCHANDISING AND DISPLAY BASICS	Hours
Module1: Purpose of Display <ul style="list-style-type: none">➤ Colours and Texture➤ Line and Composition➤ Light and Lightings➤ Type of Display and Display settings Display Locations <ul style="list-style-type: none">➤ Store Exterior➤ Window Display➤ Store Interior	10
Module 2: DISPLAY EQUIPMENTS <ul style="list-style-type: none">➤ Mannequins➤ Alternative to the Mannequins➤ Dressing the three dimensional form➤ Fixtures➤ Visual Merchandising and Dressing Fixtures➤ Furniture as Props	10
Module 3: VISUAL MERCHANDISING AND DISPLAY TECHNIQUES <ul style="list-style-type: none">➤ Attention getting devices➤ Familiar symbols➤ Masking and proscenia➤ Sale ideas➤ Fashion Accessories➤ Graphic and Signage Merchandising and Planning <ul style="list-style-type: none">➤ Visual Merchandising and Planning➤ Setting up a Display shop	10

<ul style="list-style-type: none"> ➤ Store Planning and Design ➤ Visual Merchandising and Changing face of Retail 	
Module 4: RELATED AREAS OF VISUAL MERCHANDISING AND DISPLAY	
<ul style="list-style-type: none"> ➤ Point of Purchase Display ➤ Exhibit and Trade show Display, Industrial Display ➤ Fashion Show ➤ Trade Organizations and Sources ➤ Career opportunities in Visual Merchandising 	8
Module 5 : BRAND EXPERIENCE	
<p>Brand Experience-Brand-centric to customer-centric, Experience Design-Beyond Visual Merchandising Generation C-The Changing Consumer, The Magic of Augmented and Mixed Realities, Experiential Retail- The New Retail Scenario</p>	7
<p>Books for Reference:</p> <ol style="list-style-type: none"> 1. Visual Merchandising and Display / Edition 5by Martin M. Pegler, Fairchild Publication 2. Contemporary Visual Merchandising and Environmental Design by Jay Diamond , Ellen 3. Visual Merchandising and Store Design Workbook by Greg M. Gorman – ST 4. Visual Merchandising by ST Media Group International, Incorporated (2009) 	

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

Course code: BBA 5.5

Name of the course: Luxury Brand Management

Course Credits	No. of hours per week	Total No. of Teaching Hours
3 Credits	3	45

Pedagogy: Classroom lecture, tutorials and case studies.

Course Outcomes: On successful completion of the course, the students will demonstrate	Hours
a) Students will be able to understand the fundamentals of branding. b) To provide deep understanding of the luxury brand industry. c) To Position of luxury brands in the market and differentiate them from competitors.	

Syllabus : Luxury Brand Management

Module 1 : Strategies of Brand Management	12
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Strategic Brand Management process, Brand Architecture-Module Overview- Product vs. Brand Strategic Brand Management Brand Architecture Designing Brand Architecture.

Module 2 : Brand Identity	12
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Brand Identity, Brand Personality-Brand Identity, Brand Personality -David Aaker's Model and Kapferer's Model.

Module 3 : Brand Position	8
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Brand Positioning and De Positioning-Brand Positioning, Brand Positioning Basics, Positioning Statement- Guidelines, Brand Re-positioning and Brand Positioning vs. Product Positioning.

Module 4 : Brand Communication	5
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Brand Communication, Brand Knowledge: Awareness & Image- Importance of Communication Brand Awareness and Brand Image

Module 5 : Brand Equity	8
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CBBE (Consumer Based Brand Equity) Introduction to Brand Equity- the CBBE Pyramid- Five Tenets of Brand Building and Brand Management Framework.

Books for Reference :

1. Luxury Brand Management: A World of Privilege - Michel Chevalier, Gerald Mazzalovo.
2. Brand Management and Marketing of Luxury Goods - Lucie Scholz.
3. Advances in Luxury Brand Management - Jean-Noël Kapferer, Joachim Kernstock, Tim Oliver Brexendorf.

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

Course code : BBA 6.1

Name of the course : Fashion Photography

Course Credits	No. of hours per week	Total No. of Teaching Hours
4 Credits	4	56

Pedagogy: Classroom lecture, tutorials and case studies.

Course Outcomes: On successful completion of the course, the students will demonstrate	Hours
<p>a) Students will be able to understand the trends in fashion industry and the role of photography.</p> <p>b) To provide skills for development of inspiration and mood boards relevant to a particular theme or season.</p> <p>c) To equip students with knowledge of various components of fashion photography, identify them in current industry and apply them in their own designing.</p>	
Syllabus : Fashion Photography	
Module 1 : Introduction to Photography	12
Introduction to photography- Photography, its role & importance and history-Types Fashion Photography-Portrait therapy-composing faces and backgrounds, shooting at night.	
Module 2 : Introduction to Camera and its operation	12
Introduction to camera and its types of camera- TLR, SLR, DSLR, Polaroid, underwater camera and digital. Parts and functions of camera – aperture, shutter speed, ISO, Focal no. & focal length, depth of field, shallow depth of field and Exposure, measurement of light, Camera accessories- tripod, monopod, filters. Lens hood and rigs.	
Module 3 : Lens and its application	10
Lens- definition, concept, & characteristics of lens and its types of lens-wide angle, normal & tele; special lens zoom, fish eye & macro lens. Filter – definition & concept; characteristics and types of filters.	
Module 4 : About Fashion Photographers	12
About Fashion Photographers-Planning a shoot, studio, location, set props and casting, Study of two well-known picture editing software's and Photography style of an Indian and an International fashion photographer.	
Module 5 : Story boarding & Ethics in photography	10
Street fashion photography-Story board for a genre and Photographs describing the story (Indoor /outdoor). Ethical consideration concerning body representation-Photographic masters and trendsetters and the role of photography in shaping fashion trends.	

Books for Reference :

1. Spencer, d a (1973). The focal dictionary of photographic technologies. Focal press.
Kodak's Encyclopaedia of Photography.
2. Light – MICHAEL FREEMAN.
3. The Camera -- Ansal Adams □ Photographic materials and Processes -- Neblette and Murra.
4. Encyclopaedia of photography vol. 1&2 -- Focal press The Craft of Photography -- David Vestal Colour Photography in practice -- D.A. Spencer.
5. Beginners guide to miniature -- Stanley N. Bowider.
6. Kodak Master Photo guide -- Eastman Kodak Series – A.C.2

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

Course code : BBA 6.2

Name of the course: Talent & Model Management

Course Credits	No. of hours per week	Total No. of Teaching Hours
4 Credits	4	56

Pedagogy: Classroom lecture, tutorials and case studies.

Course Outcomes: On successful completion of the course, the students will demonstrate	Hours
a) To understand talent management concepts. b) Students analyze real world case studies to apply theoretical knowledge to practical situation. c) Develop basic skill in using talent analytics to inform decision making.	
Syllabus: Talent & Model Management	
Module 1 : Introduction to talent management	12
Introduction to Talent Management: Introduction, Talent Management – Overview, Talent Management – History, the Scope of Talent Management, Need of Talent Management, Key Processes of Talent Management, Talent vs knowledge people, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.	
Module 2 : Building blocks for talent management	08
Building Blocks for Talent Management: Introduction, Effective Talent Management System, Building Blocks of Effective Talent Management System.	
Module 3 : Talent Management System	10
Talent Management System: Introduction, Talent Management System, Critical Success Factors to Create Talent Management System, Some other critical success factors of best practice Talent Management System, Factors of unique talent management approach, Key Elements of Talent Management System.	
Module 4 : Life Cycle of Talent Management	10
Life Cycle of Talent Management: Introduction, Linkage between Talent Management Process and Workforce, Importance of Talent Management Process, Important Steps to Assess Talent Management Process, Stages of Talent Management, Essentials of Talent Management Process.	
Module 5 : Approaches to Talent management & Talent Planning	16
Approaches to Talent Management: Talent Management Approaches, Developing a Talent Management Strategy, Mapping Business Strategies and Talent Management Strategies, Post-Recession Challenges of Talent Management.	

Books for Reference :

1. From Talent Management to Talent Liberation: A Practical - Maggi Evans, John Arnold Andrew Rothwell.
2. ATD Talent Management Handbook, Terry Bickham.
3. Strategy-Driven Talent Management: A Leadership Imperative, Rob Silzer, Ben E. Dowell.

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

Course code: BBA 6.3

Name of the course: Entrepreneurship development

Course Credits	No. of hours per week	Total No. of Teaching Hours
4 Credits	4	56

Pedagogy: Classroom lecture, tutorials and case studies.

Course Outcomes: On successful completion of the course, the students will demonstrate	Hours
<p>a. Spirit of inquiry and research rigor to investigate the efforts that go into the working of industry.</p> <p>b. Develop analytic skills through a comparative study</p> <p>c. Apart from learning teamwork, students would be equipped to gather, filter relevant information and understand the dynamics of the respective industry.</p>	

Syllabus : Entrepreneurship development

Module 1 : Features of Entrepreneurship	12
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Features of entrepreneurship, entrepreneurship and enterprise. Entrepreneur – Meaning and definition, functions of an entrepreneur, types of entrepreneurs, qualities of a successful entrepreneurship, entrepreneur v/s professional manager, problems faced by women entrepreneurs.

Module 2 : Entrepreneurship development program	12
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Meaning of entrepreneurship development program - need, objective, relevance and role of EDP. Phases of Entrepreneurship development programs. Problems in conducting EDP, suggestions to make EDP's successful.

Module 3 : Introduction to Small scale industry	10
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Introduction to Small Scale Industry in India: Definition, Steps for setting up small industry, Contribution to Indian Economy.

Module 4 : Introduction to Start-up	12
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Introduction to Start-up - The start-up process – steps involved in establishing a business enterprise, selection of location, clearance, permits, licensing, registration, legal considerations and basic start-up problems.

Module 5 : Institutional Support to entrepreneurs	10
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Institutional Support to entrepreneurs: Need for institutional support, financial assistance through – NSIC, SIDO, SSIB, SFCS, IDBI, IFCI and commercial banks. Non financial assistance from Small Industries Service Institutes (SISI), , District Industries Centers (DIC). Association of Women Entrepreneurs of Karnataka (AWAKE), Khadi and village industries commission (KVIC).

Books for Reference :

1. Desai, V. (2014). The Dynamics of Entrepreneurial Development and Management.
2. David, H. (2013). "Entrepreneurial Development" (5th edition).
3. Gupta, C.B., & Srinivasan, N.D. (2012) Entrepreneurship Development.
4. Khanka, S.S. (2006). Entrepreneurship Development,
5. Kurakto, D.F. (2007). Entrepreneurship-Principles and practices (7th edition).
6. Lall, M., & Sahai, S. (2006). Entrepreneurship (4th edition),
Manimala, M.J. (2007). Entrepreneurship Theory at Crossroads

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

Course code: BBA 6.4

Name of the course: FASHION COMMUNICATION

Course Credits	No. of hours per week	Total No. of Teaching Hours
3 Credits	3	45

Pedagogy: Classroom lecture, tutorials and case studies.

Course Outcomes: On successful completion of the course, the students will be able to:	Hours
a) Understanding of fashion communication, brands and services. b) Familiarize themselves with various media channels and technologies used in fashion communication. Theories and concepts to marketing decisions. c) Develop effective presentation skills.	

Syllabus:

Module 1 : Importance of Fashion Communication	12
1. Concept and importance of creative fashion presentation and communication 2. Communication Theories 3. Communication-strategies and techniques involved 4. Elements of effective communication, communication barrier, 5. Communication Network and feedback	

Module 2 :	8
1. Types of creative fashion presentation 2. Development of creative designs, innovations, skill techniques 3. Strategies of presentation: Presentation skills, importance of body language	

Module 3 :	10
1. Marketing strategies for visual merchandising 2. Outlining developing and designing display strategies, Display patterns, importance of backdrop Presentation 3. Music and lighting selection, lighting pattern, types of lighting, selection of _ proper lighting, advantage and disadvantages 4. Window designing, Art to convert creativity into profitability	

Module 4 : Publicity and Promotion	8
1. Publicity and promotional material, designing, layout 2. Role and importance of media, ethical issue in promotion 3. Organization of fashion shows and events 4. Basic considerations 5. major trade fairs and fashion events- national and international	

Module 5 : Approaches to Talent Management	7
Approaches to Talent Management: Talent Management Approaches, Developing a Talent Management Strategy, Mapping Business Strategies and Talent Management Strategies, Post-Recession Challenges of Talent Management.	

Books for Reference:

1. KK. Sinha: Business communication, Galgotia
2. Ron Ludloww& Fergus Panton: Effective communication, Prentice Hall

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

Course code: BBA 6.5

Name of the course: **COMPUTER AIDED DESIGN**

Course Credits	No. of hours per week	Total No. of Teaching Hours
3 Credits	3	45

Pedagogy: Classroom lecture, tutorials and case studies.

Course Outcomes: On successful completion of the course, the students will demonstrate	Hours
<ul style="list-style-type: none">a) Students will be able to understand the fundamentals of CAD.b) Develop proficiency in using various technical tools.c) To create various fashion accessories.	
Syllabus: COMPUTER AIDED DESIGN	
Module 1 : Introduction	5
<ul style="list-style-type: none">1. Introduction to fashion trend forecasting websites, how to navigate the website, sourcing the computer about fashion trend forecasting	
Module 2 : Photoshop	10
<ul style="list-style-type: none">1. Creating an advertising brochure. painting & rendering in Photoshop, creating & manipulating Fashion _ Model drawings, gradient's use for rendering & 3D effects making collage in Photoshop, Applying filters	
Module 3 : Coral Draw and applications	12
<ul style="list-style-type: none">1. Introduction to Photoshop: Theme based development of create Mood / Inspiration, client / customer, color and Texture board using2. Introduction to coral Draw. Learning basic tools of coral Draw. Using Basic Shapes, Transformations, Duplicate, cloning. Applying fill, outlines, special effects, shaping creating custom shapes using basic shapes and other drawing tool, working with the text Effects, shaping object with envelope tool, power clip objects, splitting and erasing portion of objects.	
Module 4 : Usage of Fill tools and applications	10
Using Fill Tool, Fountain Fill, Pattern Fill, Interactive Mesh fill, Copying Attributes, Setting Outline and Fill Defaults, Arranging Objects, Grouping and Ungrouping Objects, Using Guidelines, Using Dynamic Guides, Using Snap To, Aligning Objects, Group and Child Objects, Combining and Breaking Objects, Welding Objects, Using Intersection	
Module 5 : Fashion Accessories	8
<ul style="list-style-type: none">1. Creating fashion accessories like necklace, bracelet, anklets, ear ring, and head gear etc	
Books for Reference :	
<ul style="list-style-type: none">1. Coreldraw X5 In Simple Steps ,”Kogent Learning Solutions Inc”, Wiley India Pvt. Limited, 2011.2. Photoshop Cs2 (savvy), By Romaniello	