

No.: PMEB/AC-10/758(2)/2019-20

Date: 08-11-2021

NOTIFICATION

Sub.: Introduction of **B.B.A.(Modelling and Fashion Management)** course under Specialized Programmes from the academic year 2021-22-reg.

Ref.: 1. Decision of the BOS Meeting held on 15-07-2021.

2. Decision of the Special Faculty of Commerce meeting held on 22-09-2021.

3. Decision of the Academic Council meeting held on 07-10-2021.

The Board of Studies in **B.B.A.(Modelling and Fashion Management)(UG)** at its meeting held on 15-07-2021 has recommended to introduce **B.B.A.(Modelling and Fashion Management)** course in University of Mysore under specialized/specified programs. The Regulations, Syllabus and Scheme of Examinations are approved from the academic year 2021-22.

The Special Faculty of Commerce and the Academic Council at their meetings held on 22-09-2021 and 07-10-2021 respectively, have also approved the above said proposal and the same is hereby notified.

The Regulations, Syllabus and Scheme of Examinations of **B.B.A.(Modelling and Fashion Management)** course is uploaded in University website. The contents may be downloaded from the University website www.uni-mysore.ac.in.

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DOS in Commerce, Manasagangotri, Mysuru.
3. Prof. Suresha, Chairperson, BOS in BBA (Modelling and Fashion Management)(UG), DOS in Computer Science, Manasagangotri, 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 Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
8. Office Copy.


REGISTRAR
REGISTRAR
University of Mysore
MYSURU - 570 005
12/11/2021

**Proposed CBCS Regulations for 3-Year Semester Course Leading to
BBA (Modelling & Fashion Management)**

Regulations – 2021

1. These regulations are applicable to students taking admission to I semester BBA - Modeling & Fashion Management from the academic year 2021-22.
2. The duration of the course shall be 3 years consisting of 06 semesters.
3. Each semester shall extend over a minimum period of Sixteen weeks teaching duration.

NAME OF THE COURSE AND DURATION OF THE COURSE:

BBA (Modelling and Fashion Management)

- A. The duration of the BBA course shall be of 03 years of 6 semesters.
- b. A candidate shall complete his/her degree within 06 academic years from the date of admission to the course.

ELIGIBILITY FOR ADMISSION:

Students who have passed Pre-University Examination (10+2) or equivalent examination in any discipline are eligible for admission.

ADMISSION PROCEDURE:

At the time of admission all documents in original in support of the claims made in the application have to be produced. All decisions taken by the University of Mysore, Mysore with regard to the course and any other matter not mentioned here are final and the candidates are bound to abide by them.

SCHEME OF INSTRUCTIONS:

1. In the first four semesters, there shall be 6 subjects each from Core and Foundation Courses.
2. In the last two semesters, there shall be 6 subjects each from Core, Foundation courses.
3. For each subject, there shall be lecture classes, tutorials/practical.
4. The credits for each subject vary between 3 and 5 per subject per week as prescribed in the curriculum.

SCHEME OF EXAMINATION AND EVALUATION:

There shall be university examination at the end of each semester for maximum marks of 80 for Theory examination and the Internal Assessment will be for 20 marks.

All papers of this course except papers that are common to all other graduate courses of the University of Mysore, shall be set/valued/reviewed by BOE of Management for a maximum of 80 marks. The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions. $2*15=30$

Part- B: Answer any three out of five questions. $3*10=30$

Part- C: Answer any four out of six questions. $4*05=20$

TOTAL **80**

Evaluation of each subject is divided into internal assessment (IA) and end term examination with marks allocated as shown in the table. Internal assessment will be carried out in two stages: One, after the eight weeks of instructions designated as C1, the second, after sixteen weeks of instruction designated as C2.

In each semester, students shall carry out field/factory visits and collect data (primary/secondary) on an activity pertaining to the subject in consultation with the concerned teacher called Activity Based Field Report (ABFR). The ABFR shall be submitted before the sixteenth week of the semester to the concerned teacher, who in turn will evaluate and submit the marks list along with C1 and C2 marks.

The end of term examination designated as C3 will be held between eighteenth and twentieth week of the semester. IA marks will be awarded on the basis of continuous assessment that include announced and surprise tests, term papers / seminars / quizzes / case discussions, viva, and practical.

The breakup of marks will be as follows:

a. C1 (Covering the first half of the syllabus) 10 Marks

b. C2 (Covering the second half of the syllabus)

and Activity Based Field Report (5+5) 10 Marks

c. C3 (Covering entire syllabus) 80 Marks

Total 100 Marks

Term end examination (C3) will be of 3 hours duration for each subject-

Course Type	C1	C2 (Including ABFR)	C3		Total
	Marks	Marks	Marks	Duration (Hrs)	
DSC	10	10	80	3	100
SEC	10	10	80	3	100
Project Work	10	10	80	3	100
AECC	10	10	80	3	100

Continuous Assessment will be carried out in two stages: One, after eight weeks of instructions designated as C1, C2 is the preparation of Activity Based Field Report. In each semester, students shall carry out field/factory visits and collect data (primary/secondary) on an activity pertaining to the subject in consultation with the concerned teacher called Activity Based Field Report (ABFR). The ABFR shall be submitted before the sixteenth week of the semester to the concerned teacher, who in turn will evaluate and submit the marks list along with C1 and C2 marks. The end of term examination designated as C3.

Continuous assessment may be through Activity Based Field Report, announced and surprise tests, term papers / seminars / quizzes / case discussions, viva, and practical.

The breakup of marks will be as follows:

- a. C1 (Covering the first half of the syllabus) -10 Marks
- b. C2 (Covering the Second half of the syllabus & ABFR) -10 Marks
- c. C3 (Covering Entire Syllabus) -80 Marks

Total =100 Marks

EVALUATION OF PROJECT REPORT:

Evaluation of Project Report is for 100 marks divided into three components.

- a) C1 (Finalization & Preparation of Synopsis) - 30 Marks
- b) C2 (Submission of detailed work dairy) - 30 Marks
- c) C3 (Final Project Report) - 40 Marks

ATTENDANCE:

- Each semester shall be taken as a unit for the purpose of calculating attendance and a student shall be considered to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number of working days (lectures during each semester)
- A candidate who does not satisfy the requirement of attendance shall not be eligible to take the examination of the concerned semester.
- A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester by obtaining prior permission from the University

MEDIUM OF INSTRUCTION:

The medium of instruction shall be English.

APPEARANCE FOR THE EXAMINATION:

A candidate shall apply for all the papers of a semester when he appears for examination of each semester for the first time.

BOARD OF EXAMINERS, VALUATION:

- There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- There will be single valuation for all the papers.

DECLARATION OF RESULT:

- Minimum for a pass in each paper shall be 35%, and for all the papers in the semester average shall be 40%. However, a candidate has to score minimum of 35% of theory component of semester end examination i.e. 28 marks out of 80 marks.
- There shall be no minimum marks for C1 and C2.

- Classification of successful candidates and Gradation of results shall be as per the University regulations as shown below-

Letter grade	Grade point
O (Outstanding)	10
A+(Excellent)	9

A (Very Good)	8
B+(Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

PROVISION FOR REPEATERS:

- A candidate is allowed to carry all the previous un-cleared paper/s to the subsequent semester/s.
- The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.

PROVISION FOR RE-ADMISSION:

- Such of those candidates who have discontinued the course/failed to take admission to the next semester, shall get admitted to the concerned semester in the immediate next academic year only. This provision is available to a student only two times in the entire duration of the course.
- Any other issue not envisaged above shall be resolved by the Vice Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
 - Wherever the regulation is silent, the provisions of University regulations shall be applicable.

Syllabus of BBA (Modelling and Fashion Management)

Sl. No.	Subject	Hrs/Wk	Courses	Credit	L:T:P Pattern
*	I Semester				
1.1	Kannada/Hindi/French	4	AECC	3	2:1:0
1.2	English-1	4	AECC	3	2:1:0
1.3	Financial statement Analysis	4	DSC-1	5	4:1:0
1.4	Principles of Modelling	4	DSC-2	4	3:1:0
1.5	Fundamentals of Fashion Management	4	DSC-3	4	3:1:0
1.6	Environmental Studies	3	AECC	2	2:1:0
			Total	21	
*	II Semester				
2.1	Kannada/Hindi/French	4	AECC	3	2:1:0
2.2	English-2	4	AECC	3	2:1:0
2.3	Fashion Merchandising	4	DSC-4	4	3:1:0
2.4	Fashion Business Planning	3	DSC-5	4	3:1:0
2.5	Modelling Management	5	DSC-6	5	4:1:0
2.6	Constitution of India	4	AECC	2	2:0:0
2.7	Physical Education	4	AECC	2	2:1:0
			Total	23	
*	III Semester				
3.1	Kannada/Hindi/French	4	AECC	3	2:1:0
3.2	Business Communication I	4	AECC	3	2:1:0
3.3	Fashion Marketing Management	4	DSC-7	4	3:1:0
3.4	Fashion Design Thinking	4	DSC-8	5	4:1:0
3.5	Fitness and Nutrition Management	4	DSC-9	5	4:1:0
3.6	Disaster Management	3	AECC	2	2:0:0
			Total	22	
*	IV Semester				
4.1	Kannada/Hindi/French	4	AECC	3	2:1:0
4.2	Business Communication II	4	AECC	3	2:1:0
4.3	Fashion Trends and Forecasting	4	DSC-10	5	4:1:0
4.4	Public Relations Management	4	DSC-11	4	3:1:0
4.5	Organisational Behaviour	4	DSC-12	4	3:1:0
4.6	Management Accounting	4	DSC-13	5	4:1:0

			Total	24	
	V Semester				
5.1	Commercial Law	4	DSC-14	4	3:1:0
5.2	Fashion Journalism	5	DSC-15	5	4:1:0
5.3	Production and Service Management	4	DSC-16	5	4:1:0
5.4	Event Management	4	DSC-17	4	3:1:0
5.5	Fashion Supply Chain Management	4	DSC-18	5	4:1:0
5.6	Fashion Research	4	DSC-19	5	4:1:0
			Total	28	
	VI Semester				
6.1	Entrepreneurship development	4	DSC-20	4	3:1:0
6.2	Fashion Photography	4	DSC-21	5	1:2:2
6.3	Talent & Model Management	4	DSC-22	5	4:1:0
6.4	Total Quality Management	4	DSC-23	4	3:1:0
6.5	Luxury Brand Management	4	DSC-24	5	4:1:0
6.6	Project	5	SEC-1	5	0:2:3
			Total	28	
	Total			146	

*Any one of the languages from Kannada/ /Hindi/French.

C = Core

F = Foundation

DSC = Discipline Specific Course

SEC = Skill Enhancement Courses

AECC = Ability Enhancement Compulsory Courses

Instructions:

1. In the fifth and sixth semester the candidate should choose the papers from the elective group.
2. In the fifth and sixth semester the choice will be offered for a minimum strength of 20 students.
3. The project report shall be in the elective group chosen.
4. Project Report Guidance

- Project Reports are to be prepared on problem/issues related to business or industry or functioning organizations under the guidance of senior teacher.
- Guiding ten students in project work will be considered equivalent to teaching three credits course.

I SEM BBA

1.1. English – 1 (3 Credits) 2:1:0

1.2. Kannada/Hindi/French (3 Credits) 2:1:0

1.3 Financial statement Analysis (5 Credits) 4:1:0

Unit 1

Introduction to Financial Analysis. Reporting environment. Nature and purpose of financial accounting. Accruals. Fair value accounting.

Unit 2

Analysis of Financial Decisions. Liabilities. Leases. Postretirement benefits. Off-balance sheet financing. Accounting for contingencies and commitments.

Unit 3

Analysis of Investment Decisions. Current assets. Inventories. Long-term assets. Depreciation. Intangible assets. Inter corporate investment.

Unit 4

Analysis of Operating Decisions. Income measurement. Nonrecurring items. Revenues recognition. Deferred charges. Income taxes.

Unit 5

Profitability Analysis-Importance of return on invested capital. Accounting drivers of performance. Reclassification of financial information, Return decomposition.

Unit-6

Accounting Quality- characteristics of balance sheet quality and earnings quality.- Identify the different types of liabilities- financial statement reporting of investments by owners.

Books for Reference

1. Financial Statement Analysis by K. R. Subramanyam and John Wild, 10e, 2009.
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

1.4 Principles of Modelling (4 Credits)

3:1:0

Unit 1 Modelling: History, 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.

Unit 2 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.

Unit 3 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

Unit 4 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

Unit 5 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.

Unit 6 Modelling photography trends: Photography using digital cameras video photography, image mixing, application of computers in photography- image collage methods, cloning techniques, printing techniques.

Books for References

1. Billy Pegram, "Fashion Model Photography: Professional Techniques and Images"
2. Bruce Smith, "Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade".
3. Nigel Barker's 'Models of Influence'.

1.5 Fundamentals of Fashion Management (4 Credits)

3:1:0

Unit 1 Overview of Fashion -Understanding fashion: Introduction and definition, Factors influencing fashion, Key Concepts and Terminology, Movement and direction of fashion.

Unit-2 Theories of fashion movement, Consumer segmentation, International Trade in Fashion, Fashion Regulatory Bodies in India, Role of Fashion Profession.

Unit 3 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.

Unit 4 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

Unit 5 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,

Unit-6 Managing quality: Traditional vs Modern quality management, Quality control (QC), objectives of QC and inspection, Quality Assurance (QA), QA system.

Books for References

- 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.

1.6 Environmental studies (2 Credits)

2:1:0

2.1 English-2 (3 Credits)**2:1:0****2.2 Kannada/Hindi/French (3 Credits)****2:1:0****2.3 Fashion Merchandising (4 Credits)****3:1:0**

Unit 1 Introduction to merchandising: Evolution, merchandising types, basic functions of merchandising, merchandising technology, merchandiser's key responsibilities.

Unit 2 Domestic and export marketing: Study of market, market structure, market types, business strategic planning, micro and macro environments, market development, problems and benefits.

Unit 3 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.

Unit 4 Market Research: Research types, research objectives, developing research plan, methods of sampling, data source & collection methods, data analysis, presenting findings, interpretation and implementation.

Unit 5 Introduction to concept and principles of basic arithmetic calculation and apply knowledge of specific area to perform practical operations in fashion merchandising.

Unit 6 Consumer behaviour, target market and market segmentation.

Book for References

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.

2.4 Fashion Business Planning (4 Credits)**3:1:0**

Unit 1 The Nature and Importance of Entrepreneurs -Nature and Development of Entrepreneurship, Definition of Entrepreneur Today, Entrepreneurial Decision Process,

Unit 2 Role of Entrepreneurship in Economic Development, Intrapreneurship, Entrepreneurship, Entrepreneurial Careers and Education, The Future of Entrepreneurship

Unit 3 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.

Unit 4 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

Unit 5 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.

Unit 6 Identify suitable paths to small business ownership. - Develop a feasibility study of the strengths and weaknesses of the proposed business opportunity. Demonstrate the ability to design and produce a detailed written business plan. And demonstrate the ability to create and deliver an effective oral presentation of the new venture business plan.

Book for References

1. Vasant Desai: - Dynamics of Entrepreneurial Development and Management HPH.
2. Hisrich, robert d., peters, michael p., and shepherd, dean a: entrepreneurship, tata mcgraw-hill; sixth edition, 2007.
3. Mathew J Manimala: - Entrepreneurship at the Crossroads – Biztantra.
4. Mohanty – Fundamentals of Entrepreneurship, Prentice Hall of India.

2.5. Modelling Management (5 Credits)

4:1:0

Unit 1 Definition of Acting-Responsibilities of a Model tools of a model character analysis

Unit 2 Observations aspects, Stage presence, concentration, conviction, confidence, energy and directionality and Stylized modelling with reference to historical and mythological plays

Unit 3 Mono Modelling-different types of characters -Stage presence- completeness (gesture, posture, movement) Interaction: Eye contact and Modelling, reaction with co-artists, relating too there elements of performance (set, property, costume, composition and lights)

Unit 4 Modelling industry past/present/future, Types of modelling, Introduction to fashion, Catwalk techniques and posing and types of choreography

Unit 5 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.

Unit 6 High fashion styling- how to work with body and face shape, portfolio planning, mock shoot picture taken by photographer.

Book for Reference

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, 1st edition, December 2016.

2.6 Constitution of India (2 Credits) 2:0:0

2.7 Physical Education (2 Credits) 2:1:0

III SEM

3.1 Business Communication I (2 Credits) 2:0:0

3.2 Kannada/Hindi/French (2 Credits) 2:0:0

3.3 Fashion Marketing Management (4 Credits) 3:1:0

Unit 1 Phenomenon of Fashion Demand: Market Response to Fashion Demand, Management of Fashion Business Research and Communication Skills, Strategic Fashion Marketing.

Unit 2 Fashion Marketing Systems and Processes: Introduction to Fashion Marketing Systems, Introduction to Fashion Marketing Processes, Advanced Marketing Research.

Unit 3 Types of Marketing: Luxury Marketing, Creative Fashion Marketing Communication.

Unit 4 Fashion Marketing & Promotion: Fashion Images, Design Cultures Common Module, Marketing Research and the Fashion Consumer, Fashion Trends, Historical and Contextual Studies in Fashion.

Unit 5 Introduction to Fashion Communication, Fashion Product, Buying and Merchandising.

Unit 6 Theoretical Studies in Fashion, Fashion Marketing Strategies, Fashion Branding.

Books for References

1) Fashion Marketing Management by A. Arunraj and V. Ramesh Babu.

3.4 Fashion Design Thinking (5 Credits) 4:1:0

Unit 1 Introduction Design: Design Thinking Background Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline, Design Thinking Mind-set.

Unit 2 Design Thinking Approach: Fundamental Concepts. Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation.

Unit 3 Design Thinking Resources: People, Place, Materials, Organizational, Fit, Design Thinking Processes, Numerous Approaches, Double Diamond Process, Designing for Growth Process, Role of Project Management.

Unit 4 Design Thinking in Practice, Process Stages of Designing for Growth, Design Thinking Tools and Methods, Purposeful Use of Tools and Alignment with Process, Visualization, Journey Mapping, Value Chain Analysis.

Unit 5 Introduction to Mind Mapping, Brainstorming, Concept Development, Assumption Testing, Customer Co-Creation, Design Thinking Application, Design Thinking Applied to Product Development.

Unit 6 Introduction to Anatomy, study of bone and muscular structure, proportions of males, females and children. Study of face, torso, legs and arms.

Books for References

- 1) “Designing for growth: A design thinking tool kit for managers”, by Jeanne Liedtka and Tim Ogilvie.
- 2) “The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems”, by Michael Lewrick, Patrick Link, Larry Leifer.
- 3) Fashion Design Thinking by Alliance for Qualification.

3.5 Fitness and Nutrition Management (5 Credits)

4:1:0

Unit 1 Overview of fitness industry-Roles and responsibilities of all individuals/teams involved in physical exercise and fitness, understanding of anatomy and physiology.

Unit 2 Introduction to effect of various exercises according to physical characteristics of a person.

Unit 3 Introduction to exercise schedule - Fitness for Life Style Diseases, Exercise limitations based on physical and mental limitations.

Unit 4 Nutrient content of foods - classification of foods according to nutrient content. Food groups for balance diets - food in relation to health. Cooking methods -study of the different cooking methods, merits and demerits - solar cooking – microwave cooking. Cereals And Millets -Source of manufacture, structure, composition, storage, processing, milling, parboiling,

Unit 5 Scientific methods of preparation and cooking, acceptability and palatability of rice, wheat, maize and millets, factors affecting gelatinization. And PULSES- Source of manufacture, nutritive value, judicious combination of cereals and pulses.

Unit 6 Flesh foods-meats - nutritive value, methods of cooking, purchase, storage. Fish - classification, nutritive value, purchase, storage, cooking and preservation. Eggs- structure and composition, nutritive value, palatability, methods of storage, preservation and uses in cookery. Milk and milk products-nutritive Storage and preservation.

Books for References

1. Hughes, O and Bennion, M. 1970 Introductory Foods, 5th ed., The macmillan Co., New York.
2. Griswold, R.M. 1962. Experimental Study of Foods, Houghton mifflin company, Boston.
3. Ghose, R.L.M., Ghatge, M.B. and Subramaniam, V. 1960. Rice in India. ICMR, New Delhi.
4. How To Build The Female Fitness Model Body? by M Laurence.

3.6 Disaster Management (2 Credits)

2:0:0

IV SEM

4.1 Business Communication II (3 Credits)

2:1:0

4.2 Kannada/French/Hindi (3 Credits)

2:1:0

4.3 Fashion Trends and Forecasting (5 Credits)

4:1:0

Unit 1 Course Introduction: What is a trend, what is a fashion, The timeline of trends. Fashion Forecasting Process, Diffusion of Innovation

Unit 2 Directional Theories, Fashion Cycles, Cultural Indicators, Color Forecasting, Communicating trends through images: moodboards, emotional videos, associations of images.

Unit 3 Textile Forecasting, Styling Forecasting, Styling Forecasting Consumer Research, Consumer Research, Sales Forecasting, the research trip and the trend report

Unit 4 Sales Forecasting Competitive and its Analysis, Fashions, Fads, and Classics; Consumer Segmentation.

Unit 5 Consumer Research Fashion Brands; Retail Formats: Emergence of Catalogs, TV Shopping and Online Shopping; Relational Marketing; Demographics: Geodemographics, Demographics and Preferences; Preferences with Ethnicity, Gender and Income.

Unit 6 Fashion trends and marketing of accessories, Study of any 2 accessory designers. (one Indian and one international).

Books for References

- 1) Fashion Trends and analysis Forecast by Eundeok Kim, Ann Marie Fiore, Hyejeong Kim.
- 2) Malolow Blahnik- Co Collin Mac dolw, " Shoes -Fashion and Fantasies", Thames and Hudson, 1989.
- 3) Claire Bill cocks," Century of Bags", Chartwell Books, New Jersey 1997.

4.4 Public Relation Management (4 Credits)

3:1:0

Unit 1 Introduction to Public Management, general education requirements for a public relation, Types of Public Relations Five Essential Keys of Public Relations.

Unit 2 Public relations management theories, Public relations by MBO its Programme and strategies, Research in PR and public opinion.

Unit 3 Marketing Communications, Introduction to Mass Communications and Public Relations, Public Affairs, Publicity, Writing Skills for Media, issues Management.

Unit 4 Major Steps of Public Relations, Four Models of Public Relations, Theory of Practicing & Advertising.

Unit 5 Development and Fundraising, Employee and Member Relations, Financial Relations, Industry Relations, Media Relations, Government Affairs, Community Relations.

Unit 6 Introduction to Public Relations in the Private and Public Sector, Importance of Media Management and Media Advocacy.

Books for References

- 1) Ahuja, B. N., Public Relations, Ed. 5th Surjeet Publication, New Delhi, 2006.
- 2) Public Relation and Management by Norman R. Nager.
- 3) Public Relation and Media by Mathew Knowles.
- 4) Public Relations and corporate Communication by Urmila Rai.

4.5 Organisation Behavior (4 Credits)

3:1:0

Unit 1 Introduction-Organisational Behaviour: Introduction, definition, historical development, fundamental principles of OB, contributing disciplines, approaches, challenges and opportunities.

Unit 2 Foundations of Individual Behaviour-Individual behavior: Foundations of individual behavior. Ability: Intellectual abilities, Physical ability, the role of disabilities.

Unit 3 Personality: Meaning, formation, determinants, traits of personality, personality attributes influencing OB. Attitude: Formation, components of attitudes, relation between attitude and behavior.

Unit 4 Perception and Emotions-Perception: Process of perception, factors influencing perception, link between perception and individual decision making. Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self management, social awareness, relationship management.

Unit 5 Motivation and Leadership-Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories. Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories-Fiedler's model, SLT, transactional and transformation leadership.

Unit 6 Group Behaviour-Definition, types, formation of groups, building effective teams. Conflict: Meaning, nature, types, process of conflict, conflict resolution. Power and politics: Basis of power, effectiveness of power tactics.

Reference Books:

1. Organization Behaviour by Praveen Kumar M, Sapna Book House, 1st edition, 2020.
2. Organisational Behavior, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson.
3. Management Concepts & Organisational Behaviour by CL Chaturvedi

4.6 Management Accounting (5 Credits)

4:1:0

Unit 1 Management Accounting: Meaning and Definitions, Nature, Scope and Objectives of Management Accounting, Difference between Cost and Management Accounting and Management Accounting and Financial Accounting. Limitations of Management Accounting.

Unit 2 Marginal Costing: Basic concepts and Definitions, assumptions contribution, P/V ratio. BEP, margin of safety. Make or buy decisions, graphical analysis.

Unit 3 Relevant Costs: Meaning, Distinction between Incremental Cost and Opportunity Cost. Simple problems on relevant cost in decision making.

Unit 4

Analysis of Financial Statements: Meaning, tools of financial statements-(Common size, comparative, Trend analysis, Ratio analysis). Profitability Ratio- G/P, N/P, Operating Ratio, EPS, Turnover Ratio, Debtors Turnover ratio, Creditors Turnover ratio, Stocks Turnover ratio, working Capital Turnover ratio, Fixed Assets turnover ratio. Financial ratio- Current ratio, Liquid ratio, Debt-equity ratio, Proprietary ratio, (problems on above ratio only).

Unit 5

Budgetary control: Definitions- Budget, Budgetary control, objectives, Basic concepts, key factors. Types of Budgets, problems on Flexible Budget, Cash Budget and Sales Budget, Standard Costing: Meaning, Definition, Difference between standard costing and budgetary control, Advantages and limitations,

Unit-6

Variance analysis, Simple problems on material and labour variances, Book Reference.

Books for Reference

1. Khan and Jain, Management Accounting, 5th Edition TMH 2010.
2. Louderback and Holmen, Managerial Accounting, Cengage learning 2002.
3. Nitin Balwani Accounting and Finance Excel Books 2001.
4. Dr. Jawaharlal, Accounting for Management, HPH 2011.

V SEM

5.1 Commercial law (4 Credits)

3:1:0

Unit-1

Introduction-Basic economic and legal principles, Restraint of Trade under Indian Contract Act, Monopolistic Trade Practices Restrictive Trade Practices.

Unit-2

Development of law from MRTP to Competition Act 2002, Aims, Objects and Salient features, Comparison between MRTP Act and Competition Act, Anti-Competitive Agreement, Abuse of Dominant Position, Combination and Protection of consumers.

Unit-3

Competition Commission of India-Structure and function of CCI and Regulatory role.

Unit-4

Competition Appellate Tribunal. - Composition, Functions, Powers and Procedure.

Unit-5

Competition Law: Contemporary Issues and Challenges- Issues created by E-commerce and Issues created by online platform.

Unit-6

Introduction to Banks and , Wrongful Dishonour, Death & Incompetence of Customer, Set Off, Stop Payment, Subrogation, Cashier/Certified Checks their Customers: Forgeries, Conversion, Validation Theories, Negligence, Alterations.

Books for Reference

1. Vinod Dhall, Competition Law Today, Oxford University Press, 2007.
2. Dr. R.K. Singh: Restriction Trade Practices and Public Interest.

5.2 Fashion Journalism (5 Credits)

4:1:0

Unit-1

Fashion news writing, Media analysis, Fashion and contemporary culture.

Unit- 2

Fashion journalism for internet and broadcast media research, Theoretical studies, Fashion criticism.

Unit-3

Introduction to Producing a publication.

Unit-4

Design history, Cultural and gender studies.

Unit-5

Introduction to Interviewing, photography and styling.

Unit-6

Introduction to jewellery design – Interior design and Basic of Animation.

Book for Reference

1. Fashion Journalism: History, Theory, and Practice - by Dr Sanda Miller.
2. Fashion Journalism - by Julie Bradford,, 1st edition.

5.3 Production and Service Management (5 Credits)

4:1:0

Unit-1

Introduction. and Scope of Operations Management- Strategy and Productivity

Unit-2

Forecasting and Product design, Management of quality and Quality control. MRP and ERP. JIT and lean operations.

Unit-3

Introduction to Capacity planning and Process selection and facility layout, Inventory management - Scheduling.

Unit-4

Service Sector- Definition. Dimensions. Classification of services. Services and manufacturing goods. Role of services in an economy. Challenges of the Service Sector.

Unit-5

Customer experience and service design Service profit triangle. Value creation. The customer perspective: Customer experience / Customer criteria for selecting a service provider / Service purchase decision. Matching customer's expectations: Service design and development.

Unit-6

Service Quality- Service quality dimensions. Quality gaps, Continuous improvement. Instruments and standards to measure service quality, Services Marketing. The service mix. Customer engagement. Customer relationship.

Books for References

1. Operations Management by William J. Stevenson. Eighth Edition, Irwin / McGraw-Hill, 2005.
2. Service Management by James A. Fitzsimmons.
3. Service Management by Cengiz Haksever and Barry Render.

5.4 Event Management (4 Credits)

3:1:0

Unit 1

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, Introduction to event Management, Size & type of event, Event Team, Code of ethics, customer relationship management and concepts, modern marketing

Unit 2

Organization behaviour-Types of various behavioral issues at the workplace in any organization, Marketing Management.

Unit 3

Introduction to Human Resource Management- Consumer Behavior and Brand Management- Event Planning - planning process of an event, Principles of Event Management

Unit 4

Written communications, (Official, demi-official, Invoice, tender, proposal). Verbal communications and Event Management (Corporate & Social)

Unit 5

Protocols, Dress codes, staging, staffing and Leadership, Traits and characteristics.

Unit-6

Public Relations- Budgeting and Costing of Events -Event Risk Management

Book for References

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.

5.5 Fashion Supply Chain Management (4 Credits)

4:1:0

Unit1

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.

Unit 2

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.

Unit 3

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

Unit-4

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.

Unit 5

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.

Unit 6

Logistics Management Logistics of part of SCM, logistics costs, different models, logistics, sub-systems, inbound and out bound logistics, third party and fourth party logistics, distribution and warehousing management. Demand Management and Customer Service Demand Management, traditional forecasting, replenishment, customer service and Bullwhip effect.

Recommended Readings

1. Supply chain management, Chopra Sunil and Peter Meindel - 3rd edition, Pearson, 2007.
2. A Logistic approach to Supply Chain Management – Coyle, Bardi, Longley, 1st Edition, Cengage Learning.

Book for References

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.

5.6 Fashion Research (5 Credits)

4:1:0

Unit 1

Introduction to Marketing – types, four P's, fashion promotion advantages, trade shows, Market weeks, exhibitions, fashion shows, market survey and research

Unit 2

Market Research: Definition and Objectives- Developing the research design, Data collection, analysis of data, presenting the findings

Unit 3

Fashion trend forecasting websites – Introduction, 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

Unit 4

Stages of Thinking – Define, Research, Ideate, Prototype, Select, Implement, Learn Research
-Identifying Drivers, Information Gathering, Target groups, Sample & Feedbacks

Unit 5

Fashion Research and Analysis: - Fashion forecasting, Trend Prediction, Agencies, Sources of Fashion Forecasting Information.

Unit-6

Textile fibers, Definition, Sources, Classification and properties to textile fibres. Cellulose fibers-Cotton, flax origin, manufacture, properties and uses. Protein fibers – Silk, Wool – Properties and end uses.

Books for References

1. Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995.
2. Castelino, M. Fashion Kaleidoscope, Rupa & Co. 1994.
3. Martin. M. Pegler, Store Window No.14, No 12, Visual reference Publishers, NewYork, 2004.
4. Fletcher.R-(1971)-The Making of Sociology-Rawat Publications

VI SEM

6.1 Entrepreneurship development (4 Credits)

3:1:0

Unit 1: 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.

Unit 2: Entrepreneurship development program: 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.

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

Unit 4: 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.

Unit 5: 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).

Unit 6: Industry Review Report: The purpose of this chapter is to inculcate in students a spirit of inquiry and research rigor to investigate the efforts that go into the working of industry at large and specific companies in detail, also to develop analytic skills through a comparative study. Apart from learning teamwork, students would be equipped to gather, filter relevant information and understand the dynamics of the respective industry.

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),
7. Manimala, M.J. (2007). Entrepreneurship Theory at Crossroads.

6.2 Fashion Photography (5 Credits)

1:2:2

Unit 1

Introduction to photography- Photography, its role & importance and history-Types Fashion Photography-Portrait therapy-composing faces and backgrounds, shooting at night.

Unit 2

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.

Unit 3

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.

Unit 4

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.

Unit 5

Street fashion photography-Story board for a genre and Photographs describing the story (Indoor /outdoor).

Unit-6

Ethical consideration concerning body representation-Photographic masters and trendsetters and the role of photography in shaping fashion trends.

Books for References

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.21

6.3 Talent & Model Management (5 Credits)

4:1:0

Unit 1

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.

Unit 2

Building Blocks for Talent Management: Introduction, Effective Talent Management System, Building Blocks of Effective Talent Management System.

Unit 3

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.

Unit 4

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.

Unit 5

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.

Unit 6

Talent Planning – Concept, succession management process, integrating succession planning and career planning, designing succession planning program, strategic

accountability approach in developing the workforce, balanced scorecard, talent development budget, contingency plan for talent

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.

6.4 Total Quality Management (4 Credits)

3:1:0

Unit-1

Introduction to Quality Management

Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

Unit-2

Principles and Philosophies Of Quality Management

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

Unit-3

Statistical Procedures-Data Representation and Frequency Distribution, Histogram, Box-Plots, Stem Leaf Diagram4Measures of Central Tendency and Dispersion, Moments of a Frequency Distribution, Skewness and Kurtosis6Concepts of Population Sample

Unit-4

Elements of Probability Theory8Laws of Probability and Bayes Theorem, Random Variables and Probability Distributions, Mathematical Expectation.

Unit-5

Sampling Distributions -Chi-Square, t and F –Distributions, Inter Relationships among various Probability Distributions.

Unit-6

Quality Systems- Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in manufacturing and service sectors.

Books for Reference

1. Quality Control and Improvement, Amitava Mitra, A John Wiley & Sons.
2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.
3. Dale H. Besterfield et al, Total Quality Management, Third edition, Pearson Education.

6.5 Luxury Brand Management (5 Credits)

4:1:0

Unit-1

Strategic Brand Management process, Brand Architecture-Module Overview- Product vs. Brand Strategic Brand Management Brand Architecture Designing Brand Architecture.

Unit-2

Brand Identity, Brand Personality-Brand Identity, Brand Personality -David Aaker's Model and Kapferer's Model.

Unit-3

Brand Positioning and De Positioning-Brand Positioning, Brand Positioning Basics, Positioning Statement- Guidelines, Brand Re-positioning and Brand Positioning vs. Product Positioning.

Unit-4

Brand Communication, Brand Knowledge: Awareness & Image- Importance of Communication Brand Awareness and Brand Image.

Unit-5

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

Unit-6

CRM in the Luxury Industry-Design Thinking-Retail Management-Communication in the Luxury Industry.

Books for References

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.

6.6 Project (5 credits)

0:2:3

Evaluation of Project Report is divided into three components.

- a) C1 (Finalization & Preparation of Synopsis)
- b) C2 (Submission of detailed work dairy)
- c) C3 (Final Project Report)
