

- 1. Course title** : APPAREL MANAGEMENT & ENTREPRENEURSHIP
2. Course code :GT/F/T- 601
3. Semester : Sixth semester
4. Rationale of the course :To develop the entrepreneurship skills among students and to familiarize them with the process of setting up a new enterprise.

Course Outcome: After completion of this course student will be able to-

CO1: Understand the role of entrepreneurs in the Fashion and Apparel industry, different types of entrepreneurship roles, define the meaning of Entrepreneur and Entrepreneurship,

CO2: Define the term Market and Marketing, various channels of distribution and role and importance of each, understand the importance of 4 P's and 5 C's of Marketing, the role of Market segmentation in Fashion & Retail Marketing, analyze the life cycle of a merchandise right from idea generation upto Retail sales

CO3: Understand the concept of retail marketing, various types of retail stores, single knit and multiple, discount stores, exclusive and multi brand outlets, Role and importance of end of season sales in the fashion industry.

CO4: Gain knowledge of various schemes and subsidies introduced by the Central and state govts in favour of the Handloom sector as well as the Textile and Apparel sector. Various sources of finance that can be made available in order to start a business activity.

CO5: Identify the various forms of Business organization and their importance in running a business, the role of Small Scale industries towards development of our economy, with reference to Handloom and Textiles.

CO6: Describe the principles and concept of Management, its importance in running and managing any sort of business enterprise.

5. Teaching Scheme (in hours)

Lecture	Tutorial	Practical	Total
45(including 3 class test)	8	-	53

6. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
70	30	100	33	-	-	-	-

7. Detailed Course Content:

Chapter No	Chapter Title	Content	Hours
Unit-I	Introduction to Entrepreneurship	<ul style="list-style-type: none"> Definition – Entrepreneur, Entrepreneurship, Enterprise, Characteristics, Functions, Development and setting up of an Enterprise, Types of Entrepreneur. Role of entrepreneurs in the development of Apparel & Fashion Industry with reference to India. 	5
Unit-II	Entrepreneurship Development	<ul style="list-style-type: none"> Case study on successful entrepreneurs in the Textile & Apparel Sector Steps in setting up a business enterprise- <ul style="list-style-type: none"> Pre Requisites – Rent or Lease agreement, Negotiating a Lease, Terms of Lease While setting up – Permissions from local Municipal body, Trade License, Labour laws applicable as per laws of the land, application process of GST and TIN for Trade purpose <p><i>The concerned faculty should share all informaton in setting up a business enterprise, with all the above pre-requisites and also share appropriate web addresses and specimen copies for reference in order to make the above procedures less cumbersome.</i></p> ERP (Enterprise Resource Planning) Software used in the Textile and Apparel Industry – its relevance and importance 	5
Unit-III	Marketing concept with reference to Apparel & Fashion Industry	<p>Definition of Market& marketing terms, types, distribution channels, 4 P's & 5 C's of Marketing, Market Segmentation – also with reference to Apparel Industry (Haute Couture, Pret- a – porter, Bespoke, Mass market Fashion, Sportswear), Positioning & Advertising – means of Fashion Communication.</p> <p>Difference between Marketing & Merchandising</p> <p>Indian Fashion Marketing Environment, Consumers criteria of Fashion selection, Fashion Calendar & Production cycles.</p>	10
Unit-IV	International Marketing	Concept & Indian Apparel Export Strategies, Industrial Policies related to Apparel Export and Textile Trade,	5

Unit-V	Leadership & Management	Definitions & Characteristics for both, Principles of management, Functions of Management, how Leadership & management are inter-related, Qualities of a good leader, Leadership & decision making,	5
Unit-VI	Business Organisation	Various forms of Business Organisation – Sole proprietorship, Partnership, Joint Stock Company, Co – Operative society, Characteristics – Advantages – Disadvantages.	5
Unit-VII	Sources of Finance to start a Business	Different sources of Finance available to start and run a business effectively- Govt sources as well as Personal or Individual sources, Angel investors, Venture capitalists,	4
Unit-VIII	Small Scale Industries &Auxilliary industries	Definition, Scope and Characteristics of SSI, how to setup and start a small scale industry, Policies, Schemes, Subsidies available for this sector in India, what is an auxiliary industry, its types. Make in India and start-up concept for self-employment.	3

8. Distribution of Marks:

Chapter No	Chapter Title	Type of Question			Total Marks
		Objective Type	Short Questions	Descriptive Questions	
Unit I	Introduction to Entrepreneurship	1 + 1	3	5	10
Unit II	Entrepreneurship Development	1 + 1	3	5	10
Unit III	Marketing concept with reference to Apparel & Fashion Industry	1 + 1	3	-	5
Unit IV	International Marketing	1 + 1	3	-	5
Unit V	Leadership & Management	1 + 1	3	5	10
Unit VI	Business Organisation	1 + 1	3	5	10
Unit VII	Sources of Finance to start a Business	1 + 1	3	5	10
Unit VIII	Small Scale Industries &Auxilliary industries	1 + 1	3	5	10
	TOTAL				70

DETAILED TABLE OF SPECIFICATIONS FOR THEORY

Sr. No	Topic	OBJECTIVE TYPE				SHORT ANSWER TYPE					ESSAY TYPE				
		K	C	A	T	K	C	A	HA	T	K	C	A	HA	T
1	Introduction to Entrepreneurship	1	1		2		0	0	3	3			5		5
2	Entrepreneurship Development	1	1		2		3			3	5				5

3	Marketing concept with reference to Apparel & Fashion Industry	1		1	2	3				3					0
4	International Marketing	1		1	2				3	3					0
5	Leadership & Management	1		1	2		3			3			5		5
6	Business Organisation	1	1		2	1	1	1		3			5		5
7	Sources of Finance to start a Business	2			2	3				3				5	5
8	Small Scale Industries & Auxilliary industries	1	1		2	1	1	1		3		5			5
9	nil				0					0					0
10	nil				0					0					0

K = Knowledge C = Comprehension A = Application
 HA = Higher Than Application T = Total

Annexure-I
TABLE OF SPECIFICATIONS FOR THEORY

Sr. No	Topic	Time allotted in hours	Percentage Weightage	K	C	A	HA
1	Introduction to Entrepreneurship	6	13	1	1	5	3
2	Entrepreneurship Development	5	11	6	4		
3	Marketing concept with reference to Apparel & Fashion Industry	12	27	4		1	
4	International Marketing	5	11	1		1	3
5	Leadership & Management	5	11	1	3	6	
6	Business Organisation	5	11	2	2	6	
7	Sources of Finance to start a Business	4	9	5			5
8	Small Scale Industries & auxilliary industries	3	7	2	7	1	
9	nil	0	0	0		0	
10	nil	0	0			0	
Total		45	100				

K = Knowledge C = Comprehension A = Application
 HA = Higher Than Application (Analysis, Synthesis, Evaluation)

9. Suggested Implementation Strategies : The syllabus can be completed by regular classes, special classes using audio –visual aids, tutorial classes and providing writing materials.

10. Suggested learning Resource:

- i. Michele Gananger, Fashion Entrepreneurship Retail Business Planning
- ii. G. R. Jain & D. Gupta, New initiatives in Entrepreneurship Education & Training
- iii. W. Harrel, For entrepreneurs only
- iv. Jerligan Easterling, Fashion Merchandising & Marketing
- v. Philip Kotler, Principles of Marketing
- vi. GurmitMatharu, What is Fashion Design?

- 1. Course title** : INTELLECTUAL PROPERTY RIGHTS
2. Course code : GT/FT -602
3. Semester : Sixth
4. Rationale of the course : To impart knowledge and information on Intellectual Property Rights (IPR) specifically applied to the area of creative arts and the design industry and also to make the students aware of the legal concepts in creative design.

Course Outcome: After completion of this course student will be able to-

CO1: Understand the meaning and need for Intellectual Property Rights and supportive infringement laws regulated for the creative and design industry, with special reference to India.

CO2: Gain knowledge about the meaning of the term Patents, how to apply and supportive infringement laws.

CO3: Relate with the meaning of the term Copyright, logo identification, how to apply and supportive Copyright infringement laws with reference to India.

CO4: Understand the meaning of the term Trademark, logo identification, how to apply for a Trademark and supportive infringement laws.

CO5: Understand the meaning of the term Design, its importance in the creative field, how different IPR's can be used to protect various forms of creative art or designs and supportive infringement laws.

CO6: Learn about the Practical aspects involved in Licensing, and criminal and civil remedies formulated for protecting Intellectual Property Rights.

5. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
45 (including 3 class test)	-	-	45

6. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
70	30	100	33	-	-	-	-

7. Detailed Course Content :

Chapter No	Chapter Title	Content	Hrs
Unit-I	An overview of IPR	Introduction to IPR, need for IPR in the creative & design industry, how and why infringement takes place in this industry Types of IPR, IPR in India – genesis & development	8
Unit-II	Patents	Meaning & Objectives Rights Procedure of application Defenses in case of infringement	7
Unit-III	Copyright	Meaning & Objectives Rights Procedure of application Transfer of Rights Work of employment infringement Defenses in case of infringement	8
Unit-IV	Trademarks	Meaning & Objectives Rights Protection of Goodwill Infringement Passing off Defenses in case of infringement	8
Unit-V	Designs	Objectives Rights Assignments Infringements Defenses of design infringement Geographical Indications (G.I)	8
Unit-VI	Enforcement of IPR	Civil remedies Criminal remedies Border security measures	7
Unit-VII	Practical aspects of Licensing	Benefits Determinative factors Important clauses Licensing clauses	7

8. Distribution of Marks:

Chapter No	Chapter Title	Type of Question			Total Marks
		Objective Type	Short Questions	Descriptive Questions	
Unit I	An overview of IPR	1 + 1 + 1	2	5	10
Unit II	Patents	1 + 1 + 1	2	5	10
Unit III	Copyright	1 + 1 + 1	2	5	10

Unit IV	Trademarks	1 + 1 + 1	2	5	10
Unit V	Designs	1 + 1 + 1	2	5	10
Unit VI	Enforcement of IPR	1 + 1 + 1	2	5	10
Unit VII	Practical aspects of Licensing	1 + 1 + 1	2	5	10
	TOTAL				70

9. Suggested Implementation Strategies : The syllabus can be completed by regular classes, special classes using audio –visual aids, introduction of case studies and providing writing materials.

10. Suggested learning Resource :

- 1) Law relating to Patents, Trade marks, Copyrights, Design & Geographical Indications by B. L. Wadhera
- 2) Law of Copyright & Industrial Designs by P. Narayanan

1. Course title : DESIGN PORTFOLIO

2. Course code : GT-603

3. Semester : Sixth

4. Rationale of the course : A portfolio is one of the most important aspects under which a student will be assessed when he / she is facing a job interview. The aim of the subject is to show the progress of the student, made over the 3 yrs. of this course. A digital portfolio has now become a requirement as firms hardly ask prospective employees to carry hard copies of their work since most of the selection process has now been digitized.

5. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
-	30	90	120

6. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	100	100	200	66

7. Detailed Course Content:

Chapter No	Chapter Title	Content	Hrs
Unit-I	Portfolio	<p>1. Preparation of a digital and physical portfolio of the best work done by the student during the entirety of the course.</p> <p>2. The works (sketches, samples and photos) of the following subjects of each semester are to be collected and approved by the mentor and assembled in the form of an album.</p> <p>Semester II</p> <p>i. SO-I – 2 Samples</p> <p>ii. SMD – 2 Sketches</p> <p>iii. Fabric Manufacturing - 2 Samples</p> <p>Semester III</p> <p>i. DPM I & GC I - 2 Photos</p> <p>Semester IV</p> <p>i. GC II - 2 Photos</p> <p>ii. SO II – 2 Samples</p> <p>iii. TP – 2 samples</p> <p>iv. CAD – 2 Photos</p> <p>Semester V</p> <p>i. AGC - 2 Samples</p> <p>ii. APM – 2 Patterns</p> <p>iii. Internship (if any)</p>	90 + 30T

8. Suggested Implementation Strategies: The students have to regularly report to the mentors on a weekly basis and take their guidance for the execution of their portfolio preparation for which they will be assessed regularly.

1. Course title : PROJECT

2. Course code : GT- 604

3. Semester : Sixth

4. Rationale of the course : The students will prepare a male and female garment right from the concept generation up to the finished product. They will have to present the findings of the project to a jury and submit completed portfolios in hard and soft copies, along with fabric swatches, patterns, toiles and finished garments.

5. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
-	30	220	250

6. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	250	100	350	117

7. Detailed Course Content

Chapter No	Chapter Title	Content	Hours
Unit-I	Project	<ol style="list-style-type: none"> 1. Choose a Theme for the collection and write an inspiration for the same. 2. Prepare Mood Board 3. Prepare an Inspiration Board. 4. Prepare a Client Profile 5. Color Forecast for the season – Color Board 6. Illustration – 5 nos. Male, 5 nos. Female with reference to the theme. (2 each to be finalized) 7. Market Survey – Collection of Fabric Swatches relevant to the theme and color boards. 8. Selection of a technique to be used in the garment - Surface Ornamentation or any other rendering technique along with samples. 9. Preparation of Garment Process flowchart. 10. Flat pattern Making – Construct basic patterns and production patterns. 11. Muslin fit of the basic pattern and product sampling. 12. Cut Plan (1+1) 13. Execution on Final fabric (1+1) 14. Fabric trims and accessories chart (1+1) 15. Costing (1+1) 16. Testing the fabric for quality (1+1) 17. Conclusion 18. Photo-shoot 19. Visual Presentation. 20. Portfolio presentation. 	220 + 30T

8. Suggested Implementation Strategies: The students have to regularly report to the mentors on a weekly basis and take their guidance for the execution of their project, for which they will be assessed regularly.

1. Course title : PROFESSIONAL PRACTICE IV

2. Course code : GT/FT-610

3. Semester : 6th

4. Rationale of the course : To develop general confidence, ability to communicate and attitude, in addition to basic technological concepts through Industrial visits, expert lectures, seminars on technical topics and group discussion.

5. Objectives:

- Student will be able to:
- Acquire information from different sources.
- Prepare notes for given topic.
- Present given topic in a seminar.
- Interact with peers to share thoughts.
- Prepare a report on industrial visit, expert lecture

6. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
16	-	32	48

7. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	25	25	50	17

8. Detail Contents:

Contents	Activities	Hrs
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1. INDUSTRIAL VISITS

10

Structured industrial visits be arranged and report of the same shall be submitted by the individual student, to form a part of the term work. (2 visits) Following are the suggested types of Industries/ Fields –

- Fashion studio
- Textile industries (including silk & jute)
- Textile testing lab (study of fibre, yarn and fabric testing machines)
- Fabric printing unit.

2. THE GUEST LECTURE/S

8

From field/industry experts, professionals to be arranged (2 Hrs duration), minimum 4 nos. from the following or alike topics. The brief report to be submitted on the guest lecture by each student as a part of Term work.

- a. How to market your product
- b. Marketing strategy
- c. Skill development

- d. Research methodology
- e. Design management and ethics
- f. Brain storming and flow chart
- g. Visual communication
- h. Trend analysis
- i. Mood board study.
- j. Graphic design

3. Group discussion 8

The students should discuss in group of six to eight students and write a brief report on the same, as a part of term work. The topic of group discussions may be selected by the faculty members. Some of the suggested topics are **(any one)** –

- Indian & International fashion events
- New innovation in Garment industries
- Geo- textiles
- Buyers behavior in fashion merchandising
- Cost calculation of a product

4. SEMINAR: (ANY 2 TOPICS) 6

Seminar topic should be related to the subjects of fifth semester / topics from guest lectures. Students shall submit a report of at least 10 pages and deliver a seminar (Presentation time - 10 minutes for a group of 2 students)

5. MINI PROJECTS: (IN A GROUP OF 4-5 STUDENTS) 8

The students need to develop new design (could be anything- home décor items, accessories items, garments etc.) and to sell those products in the real world.

1. Cushion, bed runners, mats, etc
2. Hand bags, belts, scarfs etc
3. Dress, t- shirt, kurtis etc

The students will learn to market their own products through websites, social media, online, offline etc.

6. Prepare a detailed procedure for setting up a design / fashion studio/ garment manufacturing unit (Minimum 10) 5

7. STUDENT ACTIVITIES: 5

Students in a group of 3 to 4 shall perform **any two** of the following activities (Other similar activities may be considered) and write a report as a part of term work.

ACTIVITIES:-

1. Collection of data regarding loan facilities or other facilities available through different organizations / banks to budding entrepreneurs
2. Survey and interviews of successful entrepreneurs in nearby areas
3. Survey of opportunities available in thrust areas identified by Government.
4. Survey of weavers and artisans
5. Collecting data from NGO's how they are helping the weavers and entrepreneurs.
6. Visual documentation and portfolio preparation.

1. Course title : PROFESSIONAL PRACTICE IV

2. Course code : GT/FT-610

3. Semester : 6th

4. Rationale of the course: To develop general confidence, ability to communicate and attitude, in addition to basic technological concepts through Industrial visits, expert lectures, seminars on technical topics and group discussion.

5. Objectives:

Student will be able to:

- Acquire information from different sources
- Prepare notes for given topic
- Present given topic in a seminar
- Interact with peers to share thoughts
- Prepare a report on industrial visit, expert lecture

6. Teaching scheme (in hours)

Lecture	Tutorial	Practical	Total
15		30	45

7. Examination Scheme

Theory				Practical			
Examination Full Marks	Sessional Full Marks	Total Marks	Pass Marks	Practical	Practical Assessment	Total Marks	Pass Marks
-	-	-	-	25	25	50	17

7. Detailed Course Content:

Contents	Activities	Hours
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1. INDUSTRIAL VISITS

15

Structured industrial visits be arranged and report of the same shall be submitted by the individual student, to form a part of the term work. (2 visits) Following are the suggested types of Industries/ Fields –

- Fashion studio
- Textile industries (including silk & jute)
- Textile testing lab (study of fibre, yarn and fabric testing machines)
- Fabric printing unit.

2. THE GUEST LECTURE/S

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From field/industry experts, professionals to be arranged (2 Hrs duration), minimum 4 nos. from the following or alike topics. The brief report to be submitted on the guest lecture by each student as a part of Term work.

- k. How to market your product
- l. Marketing strategy
- m. Skill development
- n. Research methodology

- o. Design management and ethics
- p. Brain storming and flow chart
- q. Visual communication
- r. Trend analysis
- s. Moodboard study.
- t. Graphic design
- u. Computer application in the Garment industry
- v. Boutique Design (right from finding the right location to display and finally building relations with your clients)

3. Group discussion

The students should discuss in group of six to eight students and write a brief report on the same, as a part of term work. The topic of group discussions may be selected by the faculty members. Some of the suggested topics are **(any one)** –

- Indian & International fashion events
- New innovation in Garment industries
- Geo- textiles
- Buyers behavior in fashion merchandising
- Cost calculation of a product

4. SEMINAR: (ANY 2 TOPICS)

8

Seminar topic should be related to the subjects of fifth semester / topics from guest lectures. Students shall submit a report of at least 10 pages and deliver a seminar (Presentation time - 10 minutes for a group of 2 students)

5. MINI PROJECTS: (IN A GROUP OF 4-5 STUDENTS)

6

The students need to develop new design (could be anything- home décor items, accessories items, garments etc.) and to sell those products in the real world.

- 4. Cushion, bed runners, mats, etc
- 5. Hand bags, belts, scarfs etc
- 6. Dress, t- shirt, kurtis etc

The students will learn to market their own products through websites, social media , online, offline etc.

6. Prepare a detailed procedure for setting up a design / fashion studio/ garment manufacturing unit (Minimum 10)

7. STUDENT ACTIVITIES:

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Students in a group of 3 to 4 shall perform **any two** of the following activities (Other similar activities may be considered) and write a report as a part of term work.

ACTIVITIES:-

1. Collection of data regarding loan facilities or other facilities available through different organizations / banks to budding entrepreneurs
2. Survey and interviews of successful entrepreneurs in nearby areas
3. Survey of opportunities available in thrust areas identified by Government.
4. Survey of weavers and artisans.
5. Collecting data from NGO's how they are helping the weavers and entrepreneurs.
6. Visual documentation and portfolio preparation.