

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Principle of Fashion Management
Course Code:	22-FMM101-1C
Pre-requisite Course:	

Course Objectives:

- To introduce students to the fundamentals of fashion management.
- To develop an understanding of the structure and functioning of the fashion industry.
- To familiarize students with fashion business operations, merchandising, marketing, and retail management.
- To build managerial and entrepreneurial skills required in the fashion sector.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Fashion Management 1. Meaning, Scope, and Importance of Fashion Management 2. Structure of the Fashion Industry 3. Fashion Business Environment: Global and Indian Fashion Markets 4. Functions of Management: Planning, Organizing, Staffing, Directing, and Controlling 5. Roles and Responsibilities of Fashion Managers 6. Fashion Value Chain: Design, Production, Distribution, and Retailing	6	25%
2	Fashion Merchandising and Product Management 1. Introduction to Fashion Merchandising 2. Roles and Responsibilities of Merchandisers 3. Product Development Process 4. Merchandise Planning and Assortment 5. Sourcing and Vendor Management 6. Fashion Forecasting and Trend Analysis 7. Product Life Cycle in Fashion	6	25%

3	Fashion Marketing and Consumer Behaviour 1. Fundamentals of Fashion Marketing 2. Marketing Mix in Fashion Industry (Product, Price, Place, Promotion) 3. Consumer Buying Behaviour 4. Market Segmentation, Targeting, and Positioning 5. Branding and Brand Management 6. Digital Marketing and Social Media in Fashion	6	25%
4	Fashion Retail and Entrepreneurship 1. Introduction to Fashion Retailing 2. Types of Retail Formats 3. Store Operations and Retail Management 4. Visual Merchandising Basics 5. Inventory and Stock Control 6. Entrepreneurship in Fashion Industry 7. Business Planning and Startup Opportunities in Fashion 8. Ethics and Sustainability in Fashion Business	6	25%

Reference Books:

Sr.No.	Books
1	Principles of Management – R. N. Gupta, S. Chand Publishing, 2005.
2	Retailing Management: Text and Cases – Swapna Pradhan, McGraw-Hill Education (India), 2020.
3	Principles of Management – Meenakshi Gupta, PHI Learning, 2021.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the fundamental principles and functions of management in the context of the fashion industry.	2 Understanding
CLO2	Analyze organizational structures, business operations, and management practices in fashion and apparel enterprises.	1 Remembering
CLO3	Apply planning, organizing, leadership, and decision-making skills to fashion business and design management scenarios.	3 Applying
CLO4	Marketing, retail, merchandising, and supply chain strategies used in the fashion industry.	4,5 Evaluate, Analyse
CLO5	Develop strategic solutions for fashion enterprises by integrating creative, managerial, and entrepreneurial perspectives.	3, 6 Applying, Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium, L:Low