

M. Voc. in Design Innovation & Entrepreneurship (Fashion)

M. Voc. curriculum is an amalgamation of a research driven and hands on approach. The course aims to equip learners with key disciplines of Fashion Business and Entrepreneurship including understanding of indigenous and global fashion, planning and management of creative enterprises, Business Communication, and Fashion Marketing. The course encourages learners to start a Fashion Business; apply knowledge and practical understanding of Fashion products, processes, supply chain, fashion retail management, market and trends to attribute unique features to the enterprise. Business incubator in the campus will provide enterprise management training and networking support for the start-ups initiated by the learner.

The curriculum encompasses various skill based and industry based learning experiences ranging from internship, skill development workshops, industrial projects, visits to industries along with participation at various design exhibition & events.

This program focuses more on practical aspects of learning and proper implementation of acquired set of skills. Entrepreneurial skills are inculcated in students and students will be supervised by college and government if they initiate their own enterprise or business.

Acquired Skills

- Articulate understanding of global fashion industry.
- Interpret and communicate design ideas and technical specifications.
- Realize visual design using fashion design concepts and techniques.
- Identify manufacturing and production process of various fashion products.
- Apply marketing and promotion skills for brand development.
- Value quality and processes necessary for design and commercial impact
- Develop entrepreneurial acumen along with business communication skills
- Establish effective relationship with the fashion industry through extensive internship
- Conduct research through relevant methodology and derive solutions and conclusions
- Prepare a robust business plan and work with transforming technologies and utilize opportunities to enter jewelry industry
- Incubate yourself, design a business plan to gain funding.

- Students will evaluate the performance of different fashion retailers with a particular focus on how they meet the needs and wants of their customers at different market levels.
- They will also assess how the buying, merchandising, designing, retailing and marketing functions contribute to reach profitability goals.
- They will evaluate the impact of corporate social responsibilities, ethical and environmental issues, new technologies and new business strategies for the jewelry retail industry.
- To equip students with skills required to establish and excel in professional practices, with an emphasis on setting up a design practice.
- To develop a flexible systems approach to originating, adapting, and developing processes, and systems to meet changing technological, management, social and economic criteria.
- To understand the various approaches, processes and systems to address human needs by creating tangible products.
- Students can learn how to identify and establish a strategic planning process for a future business through their coursework
- Experiential learning and job shadowing situations that help prepare students for risk tolerance and how to learn from mistakes.
- The entrepreneur provides a controlling link between various components of a venture (e.g. Government, finance, customers etc)
- Design research method will provide you with an opportunity to acquire skills in research design, data collection and data analysis & use statistical program for social scientists (SPSS).

Job Opportunities

- As Fashion Designers, Production Supervisors, Quality Controllers, Design Managers in Fashion Industries.
- As Entrepreneurs: with financial support from finance corporations / Banks. They can also opt for teaching in Fashion Design Institutions
- As show room Manager/ sales representative.
- Students can fit into the role of a Fashion Coordinator, Brand Manager, Fashion Merchandiser
- Product Development Manager
- Buyer
- Editor/ Journalist

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- Trend & Forecast Analyst
 - Principal Design Strategist with NGOs (engaging in design intervention and sustenance of traditional skills) and Academician.
 - Work in independent and collaborative Design Studios and Trend Agencies
 - Freelance designer

Entrepreneurship – IV

Course No: 4.2

Course Code: IDE/ID/402

Course Name: Entrepreneurship - IV

Credits: 6

Hours: 120

Course Brief:

Objective:

Units	Contents	No. of Hours
Unit I	Introduction to Digital Marketing <ul style="list-style-type: none">• Basic of Email Marketing• Copywriting for Ads, Graphics etc.• Facebook Marketing• Running ads of various social media platforms and analyzing the ads for optimum outcome	15
Unit II	Selling online via E Commerce <ul style="list-style-type: none">• Introduction and Basis of E-Commerce• Selling Physical VS Selling Digital• Selling via Shopify• Selling via Marketplaces like Amazon, EBay etc.• Analyzing Sales	15
Unit III	Basics of Legal and IP for startups <ul style="list-style-type: none">• Setting up a Legal Entity• Understanding various types of legal entities• Understanding Intellectual Property• Protecting your Intellectual Property – Trademark, Copyright, Patent etc.	15
Unit IV	Finance and Accounting - Managing Compliance <ul style="list-style-type: none">• Cash flow Management• Tracking and Monitoring the expense• Best bookkeeping practices and accounting basis• Understanding Balance Sheet, PNL, Cap Table etc.• Budgeting, Operating Budget and Financial Forecast	15
Unit V	Understanding and Creating Contracts <ul style="list-style-type: none">• Creating general contracts• Importance and Utility of Contracts• Contract Management• Understanding important contracts like Founder's Agreement, Terms Sheet, Shareholders Agreement, NDA – Non-Disclosure Agreement, Employees Agreement, Service Agreements etc.	15

Portfolio Development

Course Code: M. Voc./FD/

Course Name: Portfolio Development

Credits: 6

Hours: 105

Course Brief:

The brief of this unit is to further extend learners' knowledge and skills in fashion design, through critical investigation, personal enquiry and the advanced selection and application of media. It largely focuses on your individual research, creative voice and independent writing.

Learning Objective:

The main objective of this module is to compose a fashion research around a craft cluster or industry, including jewelry collection designs, analysis & interpretation, materials & techniques consideration and presentation. This module will cover visual studies, trends, culture, aesthetic, intellectual property rights, technical translation and transformation, sample developments and technological support and reference.

The student will be creating a fashion portfolio composing of visual presentation and written materials in professional standard, design strategies, brand image and personal styles.

Units	Course Contents	No. of hours
Unit I	Design development format (physical/Digital) <ul style="list-style-type: none">• Research process• Design collection and its study• Visual presentation and written materials in professional standard, design strategies, brand image and personal style	
Unit II	Preparing Curriculum Vitae according to the industry standards	

Learning Outcomes:

- To explore the fields of research design
- To consider the target audience (instructor, peers, employers).

- To provide solutions to the issues in the current jewelry industry.
- To understand the value of the portfolio for future use, such as employment.
- To strengthen student's abilities in integrating fashion design knowledge and skills to create meaningful jewelry collections with works presented in a systematic, persuasive and professional manner.
- To enable students to produce professional jewelry design portfolios demonstrating the capabilities in different stages of the design process.

References:

- <https://www.youtube.com/watch?v=3z0L TCxh2c>
- <https://www.youtube.com/watch?v=3z0L TCxh2c>
- <https://www.pixpa.com/examples/fashion>
- <https://www.wikihow.com/Prepare-a-Fashion-Design-Portfolio>

Graduation Project

Course Code: M. Voc./FD/

Course Name: Graduation Project

Credits: 18

Hours: 540

Course Brief:

Graduation Project is designed to challenge students to demonstrate: not merely their knowledge but also their initiative, not merely their problem-solving but also their problem-finding, not merely their capacity for learning but also their ability to judge and learn how to learn on an open-ended problem, often of their own design.

The module is taken at the end of the course the aim of this unit is the extend learner's knowledge of professional practices within their specialist area and to relate these personal goals and career opportunities.

This experience is valuable to students as a means of allowing them to experience how their studies are applied in the "real world".

Learning Objective:

- Able to broaden their chances for landing a job and jump-starting their careers.
- Graduation Project gives a taste of what a profession is like, help to build resume and let you meet people who can help students in their career and to facilitate student learning opportunities outside the classroom.
- Graduation project experiences provide the opportunity to apply classroom theory to "real world" situations thus enhancing the students' academic and career goals.
- This will be a final project where the learner will produce a report or range of garments. "Sustainable Design" is the theme for this semester. Students will be applying their learning of all the diverse courses into making a comprehensive report or range of garments which could provide solution to the society.

Learning Outcomes:

- To identify business strategies
- To be industry ready
- Understand the proper design process of the industry.
- Understand the efficient use of time (time management).
- Understand the creative design thinking tools and how to utilize them in the various design problem solving issues.
- Develop communication skills to present design projects professionally.
- Develop presentation layout skills to produce a holistic view of the entire design project using professional well rendered drawings.