

# M. Voc. in Design Innovation & Entrepreneurship (Jewellery)

## Third Semester

### Branding & Identity

**Course Code:**

**Course Name: Branding and Identity**

**Credits: 4**

**Hours:**

#### **Course Brief:**

The brand image and identity are fundamentals of all businesses, whether a large corporate organization, non-profit or start-up. Whatever the business product or service it may be, it must stand up to scrutiny and be distinctive, if it is to establish a loyal customer or client base. Brand image and identity help the consumer to identify and to be identified. When a brand successfully connects to the customer, it becomes irreplaceable and subsequently part of our culture, social history and language.

#### **Learning Objectives:**

This units aims to give opportunities for students to develop their knowledge and application of branding and identity through understanding the relationship between social, cultural and historical contexts. Students will explore why branding is important, how successful companies have established their identity and how this relates to their core values.

<b>Unit</b>	<b>Course Contents</b>	<b>No. of Hours</b>
<b>Unit - I</b>	<b>Introduction to Branding</b> <ul style="list-style-type: none"><li>• What is branding?</li><li>• Role and Importance of branding</li></ul>	
<b>Unit - II</b>	<b>Understanding the process involved</b> <ul style="list-style-type: none"><li>• brand identity, brand strategy</li><li>• positioning, market research</li><li>• taglines</li><li>• style guides</li><li>• brand licensing</li><li>• patent/trademark process</li><li>• designing identity</li></ul>	

	<ul style="list-style-type: none"> <li>• logotype</li> <li>• working within a client brief</li> </ul>	
<b>Unit-II</b>	<b>Case study</b> <ul style="list-style-type: none"> <li>• Analyzing case studies to understand the contextualization of brand and identity will enable students to produce industry ready artwork and branding style guidelines for the application of design.</li> </ul>	

### Learning Outcomes

By the end of this unit students will be able to:

1. Discuss the role of branding and identity through analysis of historical and contemporary contextual research.
2. Evaluate a given brand to determine core values, mission and audiences.
3. Develop a style guide/branding guideline for a given brand.
4. Present a range of promotional material, using branding guidelines, in support of a given brand.

## Entrepreneurship - III

**Course Code:**

**Course Name: Entrepreneurship – III**

**Credits: 5**

**Hours:**

Unit	Course Contents	No. of Hours
Unit - I	<b>Fundraising Fundamentals</b> <ul style="list-style-type: none"> <li>• Sources of funds available for business</li> <li>• Bootstrapping Techniques</li> <li>• Debt Money vs Equity Money</li> <li>• Modern Methods of Fundraising – Crowdfunding, SAFE Notes, Angel Investment, Venture Capital etc</li> </ul>	
Unit - II	<b>Building a Pitch Deck</b> <ul style="list-style-type: none"> <li>• Understanding the flow of pitch deck</li> <li>• Detailed slide by slide analysis</li> <li>• Creating a story around startup</li> <li>• Best pitching practices</li> </ul>	
Unit - III	<b>Advanced Financial Modelling for Startups</b> <ul style="list-style-type: none"> <li>• Creating Sales Forecast</li> <li>• Understanding Unit Economics</li> </ul>	

	<ul style="list-style-type: none"> <li>Calculating Funding Requirements and Valuation Techniques</li> </ul>	
Unit - IV	<b>Analysing Competition</b> <ul style="list-style-type: none"> <li>Understanding Direct and Indirect Competition</li> <li>Competitive Benchmarking</li> <li>Competitive Landscaping</li> <li>Creating Unfair Advantage and Defensibility of Business</li> </ul>	
Unit - V	<b>Introduction to Project Management</b> <ul style="list-style-type: none"> <li>Phases of Project Management</li> <li>Types of Project Management Techniques</li> <li>Project Management Frameworks</li> <li>Skillsets of an Ideal Project Manager</li> <li>Best Practices</li> </ul>	

## **Product Merchandising**

**Course Code:**

**Course Name: Product Merchandising**

**Credits: 4**

**Hours:**

### **Course Brief:**

The brief of the course is to prepare students to develop jewelry range as per the different budgets of the customers, current market trends. The aim is to have good jewelry knowledge, creative, should give attention to details, best of presentation skills, evolve designs which are practical and best to cater customer's requirement.

### **Learning Objectives:**

- To be able to conduct research for the trends and market preferences, follow various jewelry design publications, exhibitions, etc. for types of jewelry products and designs preferred by potential customers
- To be able to interact with customers, marketing department and product development head to gather market insights on cost of raw materials and pricing of finished jewelry
- To be able to give instructions to designers in terms of product type, size, dimensions, shapes, materials, inspirational images as per research information gathered
- To be able to follow production process and ship the products of the customer's on time

<b>Unit</b>	<b>Course Contents</b>	<b>No. of Hours</b>
<b>Unit - I</b>	<b>Introduction to merchandising and its process</b> <ul style="list-style-type: none"> <li>• Roles and responsibilities</li> <li>• Departments involved</li> <li>• Planning around brand guidelines</li> <li>• prepare the product development plan</li> </ul>	
<b>Unit - II</b>	<b>Study trends and customers buying pattern:</b> <ul style="list-style-type: none"> <li>• Trends study</li> <li>• Sales cycle and forward planning</li> <li>• Anticipating customer's experience</li> </ul>	
<b>Unit - III</b>	<b>Presentation:</b> <ul style="list-style-type: none"> <li>• Presentation and communication skills</li> <li>• Physical Display</li> </ul>	
<b>Unit - IV</b>	<b>Costing:</b> <ul style="list-style-type: none"> <li>• Jewelry pricing formula (Overhead expenses+ packaging+ making/labor cost+ Shipping cost)</li> <li>• Cost Allocations</li> <li>• Profit analysis</li> <li>• Export policies</li> </ul>	

### **Learning Outcomes:**

The student will be:

- Able to make presentation on range of products to be offered along with pricing.
- Understand design-trends (international and domestic) and consumer buying behavior
- Able to develop knowledge and understanding of production and sales
- Able to understand the key roles and responsibilities of merchandiser

### **References:**

- <https://www.jewellersacademy.com/blog/pricing-your-jewellery-for-profit>
- <https://books.google.co.in/books?id=v2A9AwAAQBAJ&pg=PR13&dq=merchandising&hl=en&sa=X&ved=0ahUKewjlgKLP4YzmAhWYb30KHZ4RBQ84FBDoAQgnMAA#v=onepage&q=merchandising&f=false>
- <https://books.google.co.in/books?id=UAYiBAAAQBAJ&printsec=frontcover&q=merchandising&hl=en&sa=X&ved=0ahUKewjVpMHa4YzmAhUNOSsKHYrpA-oQ6AEIKDAA#v=onepage&q=merchandising&f=false>

## Business Function in Industry

**Course Code:**

**Course Name: Business Function in Industry**

**Credits: 3**

**Hours:**

### Course Brief:

The aim of the course is to make student understand how business operates in jewellery sector, what are various functions and structure followed in a jewellery industry.

### Learning Objectives:

- To make them understand about the organizational structure, team management
- To make them understand about principles and frameworks that form the foundation of the jewelry industry.
- To make them understand about national and international trade.

Unit	Course Contents	No. of Hours
Unit - I	<b>Understanding the Organizational structure</b> <ul style="list-style-type: none"><li>• Organizational theory</li><li>• Classical organizational structure</li><li>• Team management</li></ul>	
Unit-II	<b>Human resource management</b> <ul style="list-style-type: none"><li>• Employee satisfaction</li><li>• Recruitment</li><li>• Managing performance</li><li>• Training &amp; development</li></ul>	
Unit III	<b>International business</b> <ul style="list-style-type: none"><li>• International trade</li><li>• Activities-international customs</li><li>• Leading from a global environment</li><li>• Barriers of international trade</li></ul>	

<b>Unit IV</b>	<b>Marketing</b> <ul style="list-style-type: none"> <li>• Importance &amp; nature of marketing</li> <li>• Marketing functions</li> <li>• Marketing mix</li> <li>• Product life cycle</li> </ul>	
<b>Unit-V</b>	<b>Production &amp; operations</b> <ul style="list-style-type: none"> <li>• Type of manufacturing</li> <li>• Quality manufacturing</li> <li>• Calculating productivity</li> </ul>	
<b>Unit –VI</b>	<b>Governance</b> <ul style="list-style-type: none"> <li>• Type of firms</li> <li>• Registration process</li> <li>• Different schemes for the industry promotions</li> </ul>	
<b>Unit-VII</b>	<b>Accounting &amp; finance</b> <ul style="list-style-type: none"> <li>• Costing</li> <li>• Managing budget</li> <li>• Financial control</li> </ul>	
<b>Unit-VIII</b>	<b>Research &amp; development</b> <ul style="list-style-type: none"> <li>• Process for innovating market research</li> <li>• Product development</li> </ul>	
<b>Unit-IX</b>	<b>Information technology(IT)</b> <ul style="list-style-type: none"> <li>• ERP</li> <li>• The development &amp; operation systems</li> </ul>	

### **Learning Outcomes:**

- To introduce students to the organizational structure for the jewelry industry so that they learn, how team management works.
- To acquaint students with Jewelry Management education to empower them to be well equipped professionals.
- To enable students to acquire knowledge of the different principles and frameworks that form the foundation of the jewelry industry.

- To interpret and analyze strategic planning at the HR level where in they understand managing performance of the employee & it's satisfaction.
- To give students a concrete understanding of international trade in context to jewelry industry.
- To aid students in research and analysis of trends that influence high jewelry and fast fashion jewelry products for the industry and end consumers which helps in marketing the product in a better way.
- To introduce students to the different types of manufacturing and to know measures for quality production so as to calculate productivity.
- To enable students to have an understanding of the different types of firms and the registration process required.
- The student must be able to have an understanding of the accounting methods to manage budgets.
- To aid students to be able to do the research & development over any product.
- To be able to understand how ERP & other operation systems work within an organization.

## **Industry Internship**

**Course Code:**

**Course Name: Industry Internship**

**Credits: 4**

**Hours:**

### **Course Brief:**

This course offers students a period of practical experience in the industry relating to their field of study. This experience is valuable to students as a means of allowing them to experience how their studies are applied in the "real world", and as work experience that can be highly attractive to potential employers on a candidate's CV.

### **Learning Objective:**

An internship provides a variety of benefits for young students who want to broaden their chances for landing a job and jump-starting their careers. Internships 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. Internship experiences provide the opportunity to apply classroom theory to "real world" situations thus enhancing the students' academic and career goals.

### **Learning Outcomes:**

- To identify business strategies for buying and selecting product.
- To identify process and procedures for company purchases.
- To explore the buying process, increase skills in buying and merchandising.
- To identify business strategies for buying and selecting products.

## **Design Project - II**

**Course Code:**

**Course Name: Design Project - II**

**Credits: 10**

**Hours:**

### **Course Brief:**

The brief of this unit is to extend skills in research, design and production by giving learners the opportunity to design and produce a creative and professional fashion collection.

### **Learning Objectives:**

The Objective of this unit is to give learners the opportunity to consolidate their technical and creative skills, knowledge and understanding and applying them to the design, manufacturing and presentation of a Jewelry collection. Learners should demonstrate clear design 'vision' and an innovative and creative application of skills in their work and to produce an innovative collection supported by thorough market and visual research.

<b>Unit</b>	<b>Course Contents</b>	<b>No. of Hours</b>
<b>Unit - I</b>	<p><b>Understand how to use research to inform design intentions</b></p> <ul style="list-style-type: none"> <li>• <b>Creative stimuli:</b> Research on current affairs, contemporary culture, conceptual ideas, trends, fashion, historical reference, environmental concerns.</li> <li>• <b>Target market:</b> Requirements e.g. client, gallery; price levels; timescale.</li> <li>• <b>Resources:</b> Materials (availability, appropriateness); cost; equipment; technical support.</li> <li>• <b>Research:</b> Sourcing documents; visual recording; collecting written information; collating ideas.</li> </ul>	



<b>Unit-II</b>	<p><b>Be able to produce a body of development work to meet creative intentions</b></p> <ul style="list-style-type: none"> <li>• <b>Experimentation:</b> e.g. paper-based, media development, samples, Sketches, technical material application &amp; testing.</li> <li>• <b>Development:</b> refine ideas; propose solutions (assess, analyze, edit); visuals e.g. research sheets, mood boards, drawing, painting, CAD, digital images; work plans; samples.</li> </ul>	
<b>Unit III</b>	<p><b>Be able to realize creative intentions</b></p> <ul style="list-style-type: none"> <li>• <b>End Product:</b> E.g. single piece, collection for chosen specialism.</li> <li>• <b>Manufacture:</b> craft skills; equipment e.g. for hand production, commercial manufacture; recording technical information in conventional format.</li> <li>• <b>Dexterity:</b> Manual skills; finish; neatness; care with process.</li> <li>• Technical understanding: application of technical knowledge e.g. usage of equipment, tools, materials, processes; cross-referencing systems.</li> <li>• <b>Innovation:</b> Combining techniques; unusual applications of materials; experimentation with formal elements; exploitation of unexpected outcomes e.g. capitalizing on chance.</li> </ul>	
<b>Unit IV</b>	<p><b>Understand how to present jewelry design solutions</b></p> <ul style="list-style-type: none"> <li>• <b>Recording techniques:</b> E.g. photography, technical drawing, 2D visual representation.</li> <li>• <b>Layout skills:</b> Composition; collation of information; visual impact e.g. graphics, coloration.</li> <li>• <b>Display techniques:</b> Mounting; cutting; exhibiting (2D, 3D)</li> <li>• Client presentation: visual aids; verbal (clear, concise); format appropriate for audience.</li> </ul>	
<b>Unit-V</b>	<p><b>Product packaging</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Packaging Media</li> <li>• Quality Assessment &amp; Performance Evaluation</li> <li>• Package Printing</li> </ul>	

	<ul style="list-style-type: none"><li>• Package Graphics</li><li>• Package Storage and Handling</li><li>• Packaging &amp; Environment</li></ul>	
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### **Learning Outcomes:**

- Understand how to use research to inform design intentions.
- Be able to produce a body of development work to meet creative intentions
- Be able to realize creative intentions.
- Understand how to present jewellery design solutions.

### **References:**

- Karl T Ulrich, Steven D Eppinger , " Product Design & Development." Tata McGrawhill New Delhi 2003
- Hollins B & Pugh S "Successful Product Design." Butter worths London
- Interactive Computer Graphics by E.Angel & Dave Shreiner
- Walter Soroka, "Fundamentals of packaging technology", 3rd Edition, Institute of Packaging professionals, Naperville, Illinois, USA, 2002 .
- Steven DuPuis, John Silva,"Package Design Workbook: The Art and Science of Successful Packaging", Rockport Publishers, 2008.
- Rousing Creativity: Think New NowFloyd Hurr, ISBN 1560525479, Crisp Publications Inc. 1999
- Semyon D. Savransky," Engineering of Creativity – TRIZ", CRC Press New York USA," 2000