

SEMESTER: I

DOD5401 FASHION MERCHANDISING & MARKETING

On the completion of this course, the students should be able to:

- Explain fashion merchandising and segments of fashion industry.
- Explain the process of merchandise planning and product development.
- Explain the retail strategy applicable to fashion products.
- Infer the scope of marketing in fashion business.
- Explain impact of market segmentation and market measurement.

DOD5403 PROFESSIONAL COMMUNICATION SKILLS

On the completion of this course, the students should be able to:

- Develop the skills necessary for listening effectively, by understanding the significance of listening skills in diverse contexts. (C3)
- Apply the knowledge of writing skills to professional contexts. (C3)
- Make use of effective oral communication skills and appropriate markers of communication in the professional context. (C3)
- Analyse the type of communication used/ required in different situations. (C5)
- Develop communication strategies required in different situations. (C6)

DOD5405 FASHION TRENDS AND FORECASTING

On successful completion of this course, students will be able to

- Relate with the concept of fashion trends, forecasting analysis and the framework of fashion change.
- Summarise consumer research techniques used by forecasting professionals to identify trends and the factors that influence consumers in adopting fashion.
- Infer social responsibility and sustainability related to fashion trends and forecasting.
- Develop fashion forecast.

- Choose appropriate communication techniques to deliver the identified trends and forecast

DOD5407 DESIGN THINKING

On successful completion of this course, students will be able to

- Relate to design basics, elements and principles of design.
- Identify sources of inspiration; research and develop concepts for product design or experience design.
- Utilize illustration, modelling, presentations, online applications for exploration and refinement stages of design.
- Analyse given brief and develop solutions through product or experience design with appropriate material based on emerging strategies.
- Compose design presentations with Adobe Photoshop and online web applications.

DOD5409 ENTREPRENEURSHIP

On successful completion of this course, students will be able to

- Identify the role of entrepreneurs in economic development
- Analyse the potential entrepreneurial support system by state and central government.
- Develop business plan for a new venture.
- Demonstrate the process of implementing business plans and operations.
- Explain the regulatory aspects of a business.

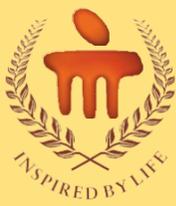
DOD5411 OPEN ELECTIVE

SEMESTER: II

DOD5402 BRAND MANAGEMENT

On successful completion of this course, students will be able to

- Understand the importance of brand focused management in a marketing set up.
- Assess any product/brand using its external and internal dimensions.
- Develop abilities to assess brand performance.



- Examine the importance, opportunities and challenges of the digital age.
- Understand to identify problems in the management of a brand and develop appropriate solutions.
- Equip them to develop brand related strategies.

DOD5404 OPERATIONS AND SUPPLY CHAIN

On successful completion of this course, students will be able to

- Understand the Scope of Operations Management.
- Discuss the context of service with reference to supply chain
- Evaluate outsourcing in the context of supply chain
- Understand importance of supply chains, decision phases, process view and drivers of supply chain
- Align and map the management of supply chain with corporate goals and strategies through proper sourcing methods
- Analyse and improve supply chain processes through effective and efficient levels of co-ordination

DOD5406 RESEARCH METHODS

On successful completion of this course, students will be able to

- Explain research process
- Explain research design with emphasis on measurement and scaling technique
- Detail the methods of sampling and data collection
- Apply techniques of data classification and analysis
- Apply the process of research in conducting survey.

DOD5408 PRODUCT STUDY & DESIGN - WOMENSWEAR

On successful completion of this course, students will be able to

- Communicate effectively with the clients/customers in terms of design elements and garment type.
- Understand the needs of the customers in much better way so that the required product can be tailored appropriately.
- Filter new ideas for the new collection of products per season.

- Compare the status of the competitors and make necessary developments.
- Efficiently present the idea and implementation of the concept.

DOD5412: TEXTILE CONCEPTS

On successful completion of this course, students will be able to

- Classify Textile Fibers analyzing the fiber and its suitability for the end use.
- Explain & Classify different types of Yarns.
- Categorize different fabric construction methods and Identification of fibers, yarns and woven textiles.
- Explain different types of knitting and non-woven textiles.
- Study different traditional textiles of India.

DOD5414 DIGITAL DESIGN

After the completion of the course, the students would be able to:

- Analyze the elements influencing the impact of visual representation.
- Experiment with the digital mediums to create innovative concept for visual displays and merchandising.
- Create effective presentation utilizing skills and techniques using a variety of tools.
- Develop logo for Brands.
- Develop Brochure and Pamphlets for Advertisement.

DOD5416 FASHION STYLING & PHOTOGRAPHY

On completion of this module, students should be able to

- Explain concept of Fashion Styling
- Experiment with the techniques of fashion Photography
- Demonstrate the Process involved in hair and makeup
- Develop theme for final fashion styling project.
- Design a fashion styling final portfolio



DOD 5418: INTERPERSONAL SKILLS

After the completion of the course, the student should be able to:

- Explain the importance of self & interpersonal Skills.
- Apply various strategies to develop interpersonal skills
- Communicate feelings verbally & non-verbally
- Discuss conflict, anger, stress and managing feelings
- Discuss the ways to measure employee engagement & retention.
- Explain interpersonal relations for personal growth

DOD 5420: PRINCIPLES OF MANAGEMENT

- List the various management concepts
- Explain the planning process
- Discuss centralisation and decentralisation structure of organisations
- Identify means for effective communication
- Examine the process of controlling
- Evaluate various leadership styles

DOD5422 ACCOUNTING AND FINANCE FOR NON-ACCOUNTANTS

On successful completion of this course, students will be able to

- Describe the objectives and users of financial accounting
- Apply accounting rules for preparing journal and ledger accounts
- Prepare Financial Statements
- Explain various sources of long-term capital
- Apply time value of money concept for decision making
- Evaluate business proposals using suitable capital budgeting techniques.

SEMESTER: III

DOD6401 CONSUMER BEHAVIOR

On successful completion of this course, students will be able to

- Identify the need for study of consumer Behavior.
- Compare various models of consumer Behavior.

- Apply consumer decision making in a variety of situations and be able to develop a decision model for a specific product/ brand/ situation.
- Examine the impact of internal and external factors and design a comprehensive communication strategy.
- Evaluate the application of conventional consumer behavior theories in contemporary marketing scenarios.
- Develop strategy for utilizing factors that will influence the buying behavior of the target segment.

DOD6403 FASHION JOURNALISM

On successful completion of this course, students will be able to

- Understand the concept of Media and journalism
- Understand the elements used in writing for fashion in Different Mediums
- Exhibit competency in developing a story and also designing a Fashion Magazine/Newspaper.

DOD 6405 VISUAL MERCHANDISING AND PACKAGING

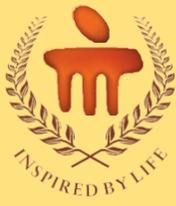
On successful completion of this course, students will be able to

- Define Merchandising and its components
- Explain store Interior and exterior design layout.
- Compare effectiveness of mannequins, fixtures and props and other elements of display
- Define display techniques and related areas of visual merchandising
- Apply Knowledge & skills in executing effective packaging

DOD 6407 PRODUCT STUDY & DESIGN- MENSWEAR

After the completion of the course, the learner will be able to

- Communicate effectively with the clients/customers in terms of design elements and garment type.
- Understand the needs of the customers in much better way so that the required product can be tailored appropriately.
- Filter new ideas for the new collection of products per season.



- Compare the status of the competitors and make necessary developments.
- Efficiently present the idea and implementation of the concept.

DOD6409 HISTORY OF FASHION

On the completion of this course, the students should be able to:

- Analyze the evolution of clothing components as per the timeline of history by connecting the present fashion with the roots and adapt the motifs, silhouettes, and styles from historical clothing to develop contemporary design solutions.
- Interpret the influence of social and cultural factors on clothing and understand the response of the fashion industry to dynamic situations.
- Analyze the evolution of accessories as per the timeline of history.
- Summarize the role of designers in creating fashion as per societal needs.
- Interpret the role of clothing as a medium of expression.

DOD 6411- FASHION & LIFESTYLE

On the completion of this course, the students should be able to:

- Explain the correlation between Fashion and lifestyle.
- Extend the knowledge of Fashion in improving the quality of lifestyle.
- List down the lifestyles inspired by Fashion and lifestyle influencers.
- Compare the relation between Fashion and lifestyle
- Create the curated fashion lifestyle for a specific type of community.

DOD 6413- CONTEMPORARY ART

On the completion of this course, the students should be able to:

- Explain the influence of social, cultural, and political factors during in the evolution of different artistic style.

- Analyze the growth of global visual culture of art.
- Compare and understand the concept and styles of the contemporary artist.
- Develop fashion ideas taking the inspiration from fine arts for visual merchandising.
- Choose design source for design of fashion retail spaces and fashion media.

DOD6415INTEGRATEDMARKETING COMMUNICATION

On the completion of this course, the students should be able to:

- Describe integrated marketing communication.
- Explain the components of Integrated Marketing Communication.
- Prepare an Integrated Marketing Communication strategy as per client's needs.
- Classify ideal components of Integrated Marketing Communication needed, based on the product life Cycle of the fashion product.
- Design digital component with respect to Integrated Marketing Communication.
- Evaluate effectiveness of components of Integrated Marketing Communication.

DOD 6417 HUMAN RESOURCE MANAGEMENT

On the completion of this course, the students should be able to:

- Describe the functions and strategies of Human resources management
- Discuss the concept and functions of human resource planning, Job analysis & design
- Explain the recruitment and selection process
- Explain the need for training and development
- Enumerate on employee compensation and performance appraisal
- Describe various employee welfare measures

DOD 6419 CUSTOMER RELATIONSHIP MANAGEMENT

On the completion of this course, the students should be able to:



- Identify the need for study of consumer Behaviour.
- Compare various models of consumer Behaviour.
- Apply consumer decision making in a variety of situations and be able to develop a decision model for a specific product/ brand/ situation.
- Examine the impact of internal and external factors and design a comprehensive communication strategy.
- Evaluate the application of conventional consumer behaviour theories in contemporary marketing scenarios.
- Develop strategy for utilizing factors that will influence the buying behaviour of the target segment.

DOD 7001 DESIGN FOR SOCIETY, CULTURE & HERITAGE

On the completion of this course, the students should be able to:

- Understand the Indian heritage, Culture and Society since Indus valley civilization till post-colonial era.
- Study of various region wise cultural impact on the elements of interior design.
- Identify different construction techniques, and art and craft involved in making space and explore knowledge of Cultural & ritualistic artefacts, myths and legends
- Research and document existing interior elements in context of heritage.
- Design a space in modern context using the knowledge of heritage interiors and elements from any region in India.

DOD 7003 TEMPORARY DESIGN

On the completion of this course, the students should be able to:

- Understand various attributes temporary structures.
- Analyze design approaches and apply them within the context of designing for the screen.
- Evaluate the discipline of design for screen and ability to take on key roles in the development of artistic works and implementation of ideas.

DOD 7005 LIGHTING AND ILLUMINATION

On the completion of this course, the students should be able to:

- Outline the importance of lighting design in interiors.
- Classify the basic principles and aspects to be considered in Human Centric Lighting (HCL).
- Identify issues in an existing lighting scenario.
- Develop design solution for identified existent lighting context by application of HCL and demonstrate through relevant communication skills.

DOD5001 EMBROIDERY

- Relate with basic embroidery stitches
- Create embroidery variation using basic stitches
- Demonstrate Indian Regional embroideries.
- Apply the embroidery in designing.
- Compile the embroidery work in a creative way.

DOD5003 DYEING & PRINTING

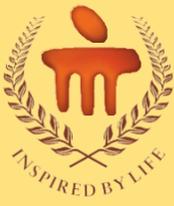
On the completion of this course, the students should be able to:

- Explain the need for preparing fabric before dyeing and printing
- Apply dyes on fabric.
- Experiment with natural sources to extract dyes and apply colours on fabric.
- Develop stencils and blocks for printing on fabric.
- Apply tie and dye and batik techniques to create patterns on fabric.
- Explain the need for treating textile effluents

DOD 5005 SUSTAINABLE DESIGN STRATEGY

On the completion of this course, the students should be able to:

- To understand the concept of sustainability in design
- To implement sustainable practices proposing design solutions
- To analyze sustainability objectives through life cycle.
- To understand the sustainability standards in India and Abroad.



MANIPAL SCHOOL OF ARCHITECTURE AND PLANNING

Department of Design

MANIPAL

(A constituent unit of MAHE, Manipal)

COURSE OUTCOMES

MA (Fashion Management)

SEMESTER: IV

DOD 6402 INTERNSHIP

DOD 6404 STUDY REPORT

DOD 6406 MINI PROJECT