MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus for M.Sc. Fashion Management Programme
(Effective from Admission Session 2018-2019)

SEMESTER III

MFM301   **Full Marks: 100**

E-commerce (THEORY)

Objectives
To make the students of the aware of the scope of future prospect in electronic media related to fashion product

Units	Course Content
1	- Multimedia system design and development, Web site design strategies - Computer Systems in Electronic Business - Business Process Re-Engineering - E- commerce Policy and Theory - International trading network & communication protocols - Electronic payment standards & Legal considerations - E-Commerce strategy, Marketing and Business Processes - E-commerce Security Requirements & quality assurance - E-supply chains, E-procurements - E-commerce Implementation Costs - Business Development and Digital Strategy - E-commerce Experience & Customer Service Expectations

References

Books
1. E-Commerce, P.T. Joseph, PHI
2. Multimedia Systems Design, Andleigh,PHI
3. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
4. Multimedia & Web Create, Coorough, VIKAS
5. Streaming Multimedia Bible with CD,Steve, Wiley Dreamtech
6. E-Commerce,Oka,EPH.
7. Beginning E-Commerce, Reynolds, SPD/WROX
8. Multimedia & Animation, V.K. Jain, Khanna Publishing House

Full Marks: 100

MFM302

Consumer Behaviour (THEORY)

Objectives
To enable the students to: • To make the students aware of the of different dimensions of the consumer-psyche in respect to buying behavior with a view to understand & identify the relevant market more efficiently

Units	Course Content
1	• Impact of Behavioral Science: needs, wants etc. , analyzing internal & external factors. • Perception: sensory systems, exposure, attention, interpretation. • Learning & Memory : process, theories (behavioral, cognitive learning) • Motivation & Values: process, involvement of consumers, different theories of motivation from marketing point of view. • Self: perspective of self, consumption and self-concept, gender roles etc. • Personality & Lifestyle: psychographics, trends. • Attitudes: power of attitude, forming attitude, different models, attitudes to product behavior. • Individual Decision Making: problem, recognition, information search, evaluation of alternatives. • Purchasing Situation / environment: post purchase evaluation / satisfaction, product disposal. • Group Influence & Opinion Leadership: reference group, word of mouth, opinion leadership. • Family Decision Making: women & children as decision makers. • Income & Social Class: ethnic & regional sub – culture etc. understanding culture & cultural influence. • Models of Consumer Behavior: conflict Model, Nicosia Model, machine Model, Haward - Sheth Open System, EKB Model. • Behavioral Aspects of Organization.

References

Books
1. Kazmi & Batra : Consumer Behaviour, Excel Books.
2. Loudon & Della Bitta : Consumer Behaviour , TMH
3. Blackwell, Consumer Behaviour, Vikas
4. Shiffman & Kanuk : Consumer Behaviour, Pearson Education
5. Kumar,Conceptual issues in Consumer Behaviour,Pearson Education
6. ASSAEL : Consumer Behaviour & Marketing Action, Thomson Learning.
7. M.S Raju,Xardel, Consumer Behaviour, Concepts,applications & Cases,Vikas

MFM303   **Full Marks: 100**

Research Methodology (pre Phd) (THEORY)

Objectives
To enable the students to:
• To make the students know how research is being done, and to put that knowledge into practice

Units	Course Content
1	• Introduction to research; Definitions and characteristics of research; Types of research; Main components of any research work. • Topic Selection: Learning Objectives; Problem identification; Criteria for prioritizing problems for research. • Analysis and Statement of the problem: Learning Objectives; Analyzing the problem; Formulating the problem statement. • Literature review: Uses of literature review; Source of information; Organization of information on index cards. • Objectives: Learning Objectives; Definitions; Formulation of the research objectives. • Research methodologies: Study population; Variables; Sampling; Sample size determination; Plan for data collection; Methods of data collection; Plan for data processing and analysis; Ethical considerations. • Work Plan; Major components and outline of the different phases in a research process; Summary of the major components of a research proposal; Fieldwork; Writing a research report. • Quantitative Methods: Statistics: Probability & Sampling distribution; Estimation, Hypothesis testing & application; Correlation & regression analysis.

References

Books

1. Montgomary, Douglas C. (2007) 5/e, Design and Analysis of Experiments (Wiley India)
2. Montgomary, Douglas C. & Runger, George C. (2007) 3/e, Applied Statistics & probability for Engineers (Wiley India)

MFM304   **Full Marks: 100**

Fundamentals of Entrepreneurship
(THEORY)

Objectives
At the end of this module the student should be able to:

- To make the students Understand the technical & managerial aspects of setting up & successfully running a fashion related business

Units	Course Content
1	• Entrepreneurship: Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth. • Entrepreneurial Behaviours : Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behaviour, Innovation and Entrepreneur. • Entrepreneurial Traints : Definitions, Characteristics of Entrepreneurial Types, Functions of Entrepreneur. • Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's. • Project Feasibility Analysis: Business Ideas – Sources, processing; Input requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation. • Intellectual Property Rights

References

Books
1. Lall & Sahai : Entrepreneurship, Excel Books
2. McClelland, D.C. & Winter, W.G. : Motivating Economic Achievement, Free Press.
3. Pareek, U & Venkateswara Rao, T : Developing Entrepreneurship – A Handbook on Learning Systems, New Delhi.
4. Desai, A.N. : Entrepreneur and Environment, Ashish, New Delhi.
5. Druckar, Peter : Innovation and Entrepreneurship, Heinemann.
6. Chakraborty, Tridib : Introducing Entrepreneurship Development, Modern Book Agency.
7. Manimala, M.J. : Entrepreneurial Policies and Strategies, TMH

MFM391   Full Marks: 100

Communication Skills, Grooming & Etiquettes
(PRACTICAL)

Objectives
• To make the students Understand the importance of professional behavior at the work place, follow and implement corporate etiquette in workplace.

Units	Course Content
1	• Importance of structure in business writing • Write powerful and effective business correspondence • Use of effective language with correct punctuation and grammar • Global business English communication • Importance of appropriate phrase and tone in business correspondence • Meeting people in business environments • Handshakes • Introductions • Personal hygiene and grooming • Critical first impressions • Business attire • Workplace etiquette • Etiquette with colleagues, guests and visitor • Etiquette at business meetings • Meeting the expectations of senior management • Business communication etiquette • Telephone etiquette, answering machine, voice mail etc. • E-mail etiquette • Dining etiquette • Mock test 1 • Mock test 2

References

1. Every Day Charisma. Patrick King
2. Blink: The Power of Thinking Without Thinking Malcolm Gladwill
3. Kulbhushan Kumar, Effective Communication Skills, Khanna

MFM392   **Full Marks: 100**

Visual Merchandising & Window Display (PRACTICAL)

Objectives

To enable the students:

- To make the students Understand the technical art and science of visual merchandising and window display. The learner will understand the sales potential in terms of the right display on shop windows, signboards, interiors and other promotional drives.

Units	Course Content
1	- Role & importance of Visual Merchandising - Outlining & planning a display strategy - Analysis of target audience. Segmentation of market, Analysis of buying motives & brand preferences. - Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, - Selection of music. Advantages & disadvantages of using music, understanding lighting patterns. Role of lighting in visual merchandising, Colours and types of lightings - Latest equipments & systems. Use & Selection of various mediums. Audio visual presentation. Usage of scientific technology in Visual Display - Assignment 1 - Assignment 2

References

Books:
1. Visual Merchandising for Fashion
2. Visual Merchandising and Display: Martin M. Pegler: Fairchild Books
3. Visual Merchandising 2nd Edition by Tony Morgan