

# INSTITUTE OF DESIGNING & FASHION TECHNOLOGY



## 1 YEAR DIPLOMA IN FASHION ENTREPRENEURSHIP MANAGEMENT

# COURSE STRUCTURE



## PART ONE:

- INTRODUCTION OF FBM
- HISTORY OF FASHION
- FASHION THEORY
- STYLING OF PRODUCTS
- FASHION ILLUSTRATION
- FASHION DRAPING
- PATTERN MAKING
- ART & COSTUME APPRECIATION
- GARMENT MANUFACTURING PROCESS
- FASHION TEXTILES
- FABRIC MANIPULATION & ORNAMENTATION
- DYNAMICS OF FASHION

## PART TWO:

- **DIGITAL MARKETING**
- **BRAND MANAGEMENT**
- **ADVERTISING & PROMOTION**
- **FASHION PSYCHOLOGY**
- **CONSUMER RELATIONSHIP MANAGEMENT  
ROLE**
- **FASHION FORECASTING**
- **FASHION MERCHANDISING & MARKETING**
- **RETAIL MANAGEMENT**
- **FASHION ENTREPRENEURSHIP**
- **VISUAL MERCHANDISING**
- **HOW TO INCREASE SALES**
- **IMPORT EXPORT MANAGEMENT**
- **FINANCE, INVESTMENT & VALUATION**
- **BUSINESS PLAN**

## PART THREE:

- UNDERSTANDING & HANDLING OF CLIENTS
- GETTING BEST OUT OF GLOBAL MARKETS
- LATEST TREND IN QUALITY CONTROL
- HUMAN RESOURCES DEVELOPMENT
- FINANCE MANAGEMENT FOR YOUR BUSINESS
- BODY LANGUAGE
- GOAL SETTING
- INTERVIEW SKILLS
- LEAD TO WIN & ASSERTIVENESS
- VERBAL – NON-VERBAL COMMUNICATION
- CREATIVE THINKING & DECISION MAKING
- TIME & STRESS MANAGEMENT
- EMOTIONAL INTELLIGENCE & TRANSACTIONAL ANALYSIS
- PORTFOLIO

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