

INSTITUTE OF DESIGNING & FASHION TECHNOLOGY



2 YEAR DIPLOMA IN FASHION ENTREPRENEURSHIP MANAGEMENT

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COURSE STRUCTURE



PART ONE: A

- 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

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- **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**

- 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

Part 2: (2nd Year)

Consulting & Mentoring:

- **GUIDANCE IN FINDING IDEAS**
- **GUIDANCE IN MARKET RESEARCH**
- **GUIDANCE IN PRODUCT DEVELOPMENT AND MANUFACTURING PROCESS**
- **GUIDANCE IN SUITABLE WORK PLACE/OFFICE SPACE AS PER YOUR STARTUP NEEDS.**
- **GUIDANCE IN MAKING YOUR COMPANY BUSINESS MODEL.**
- **GUIDANCE IN COSTING & PRICING OF YOUR PRODUCTS.**

Part 2: (2nd Year)

Consulting & Mentoring:

- **GUIDANCE IN COMPANY FORMATION, TRADEMARK AND OTHER LEGAL FORMALITIES.**
- **GUIDANCE IN WEBSITE DEVELOPMENT PROCESS AS PER YOUR STARTUP BUSINESS MODEL.**
- **GUIDANCE IN FORMING BUSINESS PLAN, BUSINESS STRATEGY, SALES & MARKETING STRATEGY**
- **GUIDANCE IN INCREASE THE VALUATION OF YOUR STARTUP**
- **GUIDANCE IN DIGITAL MARKETING, SOCIAL MEDIA MARKETING, AND OFFLINE MARKETING ACTIVITIES ON FIELD.**

Part 2: (2nd Year)

Consulting & Mentoring:

- **GUIDANCE IN IMPORT EXPORT REGISTRATION, DIGITAL SIGNATURE, REGISTRATION IN E MUDRA PORTAL AND ICE GATE REGISTRATION FOR IMPORT EXPORT AND OTHER GOVT AND LEGAL FORMALITIES FOR IMPORT EXPORT BUSINESS**
- **GUIDANCE IN DAY TO DAY ACTIVITIES OF YOUR STARTUP TILL ONE YEAR OF COMMENCING OPERATION**

PLEASE NOTE: THIS IS FOR ONE TO ONE PERSONAL CONSULTING SPECIALLY DESIGNED ACCORDING TO YOUR STARTUP REQUIREMENTS.