

**FOOTWEAR DESIGN AND
DEVELOPMENT INSTITUTE**

B DESIGN FMRM

SEMESTER 3

JULY 2015- DECEMBER 2015

4 Years

B Design (Fashion Merchandise and Retail Management)

Semester 3

| Sr. no | Semester 3 | code | Hours | Credit | Theory/ Practical |
|---------------|--|-------------|--------------|---------------|------------------------------|
| 1 | Retail Planning: Site Selection/ Mall Mgmt | BES 301 | 4 | 4 | T |
| 2 | Garment Application in Retail 1 | BES 302 | 4 | 2 | P |
| 3 | Product Knowledge in Footwear, Leather and Fashion Accessories 1 | BES 303 | 4 | 2 | P |
| 4 | Art of Public Speaking 1 | BES 304 | 4 | 2 | P |
| 5 | Supply Chain Management | BES 305 | 4 | 4 | T |
| 6 | HRM | BES 306 | 4 | 4 | T |
| 7 | Non Store Retailing and Franchising | BES 307 | 4 | 4 | T |
| | Total | | 28 | 22 | |

**FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE
MODULE SPECIFICATION**

Basic Module Information

- | | |
|-------------------|---|
| 1. Module Title: | RETAIL PLANNING/ SITE SELECTION/ MALL MANAGEMENT |
| 2. Module Code: | BES 301 |
| 3. Credit points: | 4 |
| 4. Duration: | 4 HOURS/ WEEK |
| 5. School: | SCHOOL OF RETAIL MANAGEMENT |

6. Program containing the module

- | | |
|------------------|-----------------|
| Level: | 2 |
| Core/Option: | Core |
| Mode | THEORY |
| Code | BES 301 |
| Programme Title: | B DESIGN (FMRM) |

7. Overview and Aims

To develop skills for different facets involved with selecting a suitable site for store opening and franchisor- franchisee relationship.

8. Module Content

Unit1: Retail Market Decisions

Retail markets
Retail market identification
Market potential approach
Characteristics: population, housing, buying behavior and environment
Retail operations approach
Factors: distribution, competition, promotional and legal

Unit2: Retail Market Delineation

Regional markets
Local markets
Areas: media, urban, zip code and census
Retail market evaluation
Evaluation sources

Survey of buying behavior
Market guides
Commercial atlas
Research data
Evaluation methods
Buying power index
Sales activity index
Quality index
Retail saturation index

Unit3: Case Studies and Exercises

Unit4: Trading Area

Trade area identification
License plate survey
Customer survey
Customer records
Customer activities
Quantitative procedures
Converse breakeven point model
Huff's probability model

Unit5: Trading Area Delineation

Composite trading area
Convenience goods zone
Shopping goods zone
Specialty goods zone
Proportional trading area
Primary trading area
Secondary trading area

Unit6: Trading Area Evaluation

Trading area gross adequacy
Residential support levels
Non residential support levels
Gross sales estimates
Trade area net adequacy
Competitive audits
Out shopper analysis
Net sales estimates

Unit7: Trade area Growth Potential

Trading area selection
Minimum threshold

Unit 8: Retail Sites Retail site identification

Site availability and suitability

Retail site delineation

Free standing isolated area

Unplanned shopping clusters

Planned shopping clusters

Unit 9: Retail Site Evaluation Site evaluation principles

Interception

Compatibility

Store congestion

Accessibility

Site evaluation methods

Checklist method

Quantitative method

Retail site selection

Unit10: Lease Agreement Sample lease agreement

Lease agreement components

9. Indicative Reading

- Strategic Marketing Management by R. Khurana & A.N. Ravichandran
- Retail Management by Berman.B
- Retail Management by Levy Michael
- Franchising by P. Khera

10. Learning Outcomes

Knowledge and understanding. After completing this module, the student should be able to:

- a. Understand the Concept of site selection
- b. Comprehend Trading Are
- c. Understand Lease agreement

Module Assessment

Internal 50%, through Assignments /projects/ test

External 50% through end term exam.

**FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE
MODULE SPECIFICATION**

Basic Module Information

| | |
|-------------------|---|
| 1. Module Title: | GARMENT APPLICATIONS IN RETAIL 1 |
| 2. Module Code: | BES 302 |
| 3. Credit points: | 2 |
| 4. Duration: | 4 HOURS/ WEEK |
| 5. School: | SCHOOL OF RETAIL MANAGEMENT |

6. Program containing the module

| | |
|------------------|-----------------|
| Level: | 2 |
| Core/Option: | Core |
| Mode | PRACTICAL |
| Code | BES 302 |
| Programme Title: | B DESIGN (FMRM) |

7. Overview and Aims

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8. Module Content

Unit 1

Introduction to “ Garment”

Introduction to the basics of a garment

Elements and Functions of Clothing

Measurement and Size Charts for Men, Women, and Children

Study on Standard Body Measurements of Different Countries for Men, Women and Children Clothing

Unit 2

Terminologies: Style lines, cuff, yoke, placket, darts, pleats, types of embellishments and finishes, tucks, gathers, frill, Shirring, Smocking, Rouleau, Quilting, Fringing, Faggotting, Couching, Appliqué, Patchwork etc.

Introduction to Embroidery – Comparison of Hand and Machine Embroidery

Unit 3

Garment Analysis and Specification Development.

Role of garment analysis

Taking Measurements

Specification analysis and development

Unit 4

Introduction to Pattern Making

Introduction to paper pattern: use and purpose

Pattern Making tools

Pattern Production terms: Fitting marks/ Balance marks/ Notches/ Darts/ Pleats etc

Layout of pattern on cloth

Unit 4

Principles of Pattern Making

Dart Manipulation- Slash and Spread Method AND Pivot Method

Added Fullness

Contouring

Unit 5

Grading

Grading: definition, purpose and IT applications.

Methods of Grading

Unit 6

Draping.

Draping: Definition, Purpose and Applications.

Unit 7

E- prototyping:

Software used, Process, Advantages and disadvantages

9. Indicative Reading

- Pattern Making for Fashion Design: Helen Armstrong(Prentice Hall)
- Pattern Cutting and Making up: The Professional Approach:" by Martin Shoben
- "Metric Pattern Cutting for Women's wear" by Winifred Aldrich
- "How to draft Basic Patterns" by Kopp, Ernestsine, Rolfo
- "More Dress Designing" by Natalie Bray
- "Pattern Cutting" by H. Armstrong
- "Apparel designing through flat pattern cutting" by Copp and Roff
- "Pattern Cutting for menswear" by Winifred Aldrich
- "The great T-shirt book" by Carol Taylor

10. Learning Outcomes

Knowledge and understanding. After completing this module, the student should be able to:

- a) Understand the fit and balance of garment, pattern make of basic men's, women's in woven.
- b) Comprehend basic style features for Skirts, Blouses and Dresses

Module Assessment

Internal 50%, through Assignments /projects/ test

External 50% through end term exam.

**FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE
MODULE SPECIFICATION**

Basic Module Information

- | | |
|-------------------|---|
| 1. Module Title: | PRODUCT KNOWLEDGE IN FOOTWEAR, LEATHER AND FASHION ACCESSORIES - 1 |
| 2. Module Code: | BES 303 |
| 3. Credit points: | 2 |
| 4. Duration: | 4 HOURS/ WEEK |
| 5. School: | SCHOOL OF RETAIL MANAGEMENT |

6. Program containing the module

- | | |
|------------------|-----------------|
| Level: | 2 |
| Core/Option: | Core |
| Mode | PRACTICAL |
| Code | BES 303 |
| Programme Title: | B DESIGN (FMRM) |

7. Overview and Aims

Provides the opportunity to learn concepts which include:

- Introduction to footwear
- Parts of footwear
- Styles
- Sizing system
- Quality

To enable you to:

- Understand the basic footwear concepts manner
- Understand the footwear sizing system

8. Module Content

Unit 1: Introduction to Footwear Industry

Unit 2: Introduction to footwear

Introduction to feet
Types of foot

History of Footwear

Unit3: Parts of Footwear

Upper parts- Vamp, quarter, Lining, Top cap, saddle & Bars etc.
Bottom Parts- Insole, Mid sole, outsole, Heels, shank, welt, toe puff
Footwear Accessories- Aesthetic & comfort accessories

Unit 4: Styles of Footwear

Men's Styles
Women's Styles
Types of Heels
Unisex Styles

Unit 5: Foot measurement, sizing system and Fittings

Rule of fitting footwear
Foot measurement
Various sizing systems – British, French, American, Monopoint system etc.
Size Measuring Equipments

Unit6: Fitting Customers with Foot Abnormalities

Detection of Minor Foot Ailments-
Blister
Corns
Ingrown toe nail
High Instep arch etc.

Unit 7: Materials

Upper material types, their characteristics and identification
Bottom materials types, characteristics, identification and maintenance

Unit 8: Display Techniques for Footwear

Types of Techniques
Merchandise fixtures
Identification of Faults
Shoe Care Products

Unit9: Footwear manufacturing technology

Shoe Last
Footwear manufacturing technology
Technical terminologies and their relevance in understanding of Footwear as a product

Unit 10 :Quality control & management

Concept of Quality control & management
Quality assessment
Defects, causes and possible remedies

Practical exercises on Quality assessment
Full shoe costing

9. Indicative Reading

Product knowledge in footwear; FDDI publication

10. Learning Outcomes

Knowledge and understanding. After completing this module, the student should be able to:

- Understand the basic footwear concepts manner
- Understand the footwear sizing system
- Understand the quality control aspects
- Comprehend the various materials used in a footwear

Module Assessment

Internal 50%, through Assignments /projects/ test
External 50% through end term exam.

**FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE
MODULE SPECIFICATION**

Basic Module Information

- | | |
|-------------------|---------------------------------|
| 1. Module Title: | ART OF PUBLIC SPEAKING 1 |
| 2. Module Code: | BES 304 |
| 3. Credit points: | 2 |
| 4. Duration: | 4 HOURS/ WEEK |
| 5. School: | SCHOOL OF RETAIL MANAGEMENT |

6. Program containing the module

- | | |
|------------------|-----------------|
| Level: | 2 |
| Core/Option: | Core |
| Mode | PRACTICAL |
| Code | BES 304 |
| Programme Title: | B DESIGN (FMRM) |

7. Overview and Aims

To enable you to:
 Build up confidence during public speaking
 Understand and practice the concepts of Persuasive Talk, Good Body Language, Art of listening etc.

8. Module Content

Unit I

Importance of Public Speaking

Benefits, Role of public speaking in career growth

Unit II

Know your audience

Types of Audience, Handling different audience

Unit III

Acquiring confidence before audience

Awareness about your fears, Facing your fear, Overcoming stage fright

Unit IV**Techniques of Effective Speech**

Preparations before speech day, Preparations on speech, Using Feedback, Tips for effective speaking

Unit V**Oral Fluency**

Aesthetics of speech, Breath Control, Voice Control, Articulatory Clarity

Preparing Speech on common themes

Unit VI**Body Language**

Use of Gestures, Facial Expressions, Body movements

9. Indicative Reading

- Communication Today, Bovee and Thill
- Basic Business Communication, Lesiker
- Business Communication, K.K. Sinha
- Business Communication, Prof. Rajendra Paul and J.S.Kortahalli

10. Learning Outcomes

Knowledge and understanding. After completing this module, the student should be able to:

- Speak with confidence
- Listen in a proper manner
- Portray appropriate Body Language

Module Assessment

Internal 50%, through Assignments /projects/ test
External 50% through end term exam.

**FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE
MODULE SPECIFICATION**

Basic Module Information

- | | |
|-------------------|--------------------------------|
| 1. Module Title: | SUPPLY CHAIN MANAGEMENT |
| 2. Module Code: | BES 305 |
| 3. Credit points: | 4 |
| 4. Duration: | 4 HOURS/ WEEK |
| 5. School: | SCHOOL OF RETAIL MANAGEMENT |

6. Program containing the module

- | | |
|------------------|-----------------|
| Level: | 2 |
| Core/Option: | Core |
| Mode | THEORY |
| Code | BES 305 |
| Programme Title: | B DESIGN (FMRM) |

7. Overview and Aims

8. Module Content

Unit 1 – Building a Strategic frame work to analyze supply chain

Ch-1 Understanding supply chain

What is supply chain?

Objective of Supply chain

Decision phase in supply chain

Process View of supply chain

Push/Pull View of supply chain

Importance of supply chain flow

Ch-2 Supply chain performance

Competitive and supply chain strategies

Achieving strategic Fit: Understanding customer, Understanding supply chain and achieving strategic fit.

Comparison of efficient and responsive supply chain

Others issues affecting supply chain:

Multiple product and customer segmentation

Product life cycle
Competition change over time
Ch-3 Supply chain drivers
Drivers of supply chain performance
'A frame work for structuring drivers
Facilities
Inventory
Transportation
Information
Sourcing
Pricing
Obstacle to achieve strategic fit

Unit - 2 Transportation, Network design and information technology in a supply chain

Ch-4 Distribution and Warehousing in Supply chain.
Role of distribution in supply chain
Factors influencing distribution network design
Design option for distribution network
Manufacturer Storage with Direct Shipping
Manufacturer Storage with Direct Shipping and In-Transit Merge
Distributor Storage with Carrier Delivery
Distributor Storage with Last Mile Delivery
Manufacturer or Distributor Storage with Consumer Pickup
Retail Storage with Consumer Pickup
Ch-5 Transportation in a supply chain
Role of transportation in a supply chain
Factors affecting transportation
Modes of transportation
Design options for a transportation network
Elements of transportation cost
Selection of transportation modes
Transportation management system
Ch-6 IT in Supply chain
Role of transportation in a supply chain
Factors affecting transportation
Modes of transportation
Design options for a transportation network
Elements of transportation cost
Selection of transportation modes
Transportation management system

Unit -3 Co-coordinating in a supply chain and the role of E-Business

Ch-7 Co-coordinating and relationship in supply chain
Meaning of co-ordination in supply chain

Lack of co-ordination in supply chain
Bull Whip effect
The Effect of Lack of Coordination on Performance
Obstacles to Coordination in a Supply Chain:
Incentive Obstacles
Information Processing Obstacle
Operational Obstacles
Pricing Obstacles
Behavioral Obstacles

Managerial Levers to Achieve Coordination
Achieving Coordination in Practice
Ch-8 E-Business and Global supply chain
Role of E-Business in a supply chain
Impact of E-Business on the supply chain performance
Value impact of E-Business in different industries

Unit – 4 Planning and Managing inventories in a supply chain

Ch-9 Inventory Management in supply chain
Role of cycle inventory in a supply chain
Lot sizing for a Single product (Economic order quantity)
Aggregating Multiple product in a single Order
Lots are ordered and delivered independently for each product
Lots are ordered and delivered jointly
All Unit quantity discount
Short term discounting
Forward Buy
Role of safety inventory in a supply chain
Determining the safety inventory

Unit 5: Planning Demand and Supply in Supply Chain

Ch- 10 Demand forecasting in a Supply chain
Role of Forecasting in a supply chain
Characteristics of Forecasts
Components of a Forecast
Basic approach to Demand Forecasting
Time Series Forecasting methods: Mixed, Static
Moving Average
Simple Exponential Smoothing
Trend Corrected Exponential Smoothing (Holt's Model)
Trend and seasonality Corrected Exponential Smoothing (winter's Model)

9. Indicative Reading

Supply Chain Management: Sunil Chopra & Peter Meindl
Supply Chain Management: D.K. Aggrawal

10. Learning Outcomes

Knowledge and understanding. After completing this module, the student should be able to:

- Understand the concepts of supply chain
- Understand Transportation, Network design and information technology in a supply chain

Module Assessment

Internal 50%, through Assignments /projects/ test
External 50% through end term exam.

**FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE
MODULE SPECIFICATION**

Basic Module Information

- | | |
|-------------------|----------------------------------|
| 1. Module Title: | HUMAN RESOURCE MANAGEMENT |
| 2. Module Code: | BES 306 |
| 3. Credit points: | 4 |
| 4. Duration: | 4 HOURS/ WEEK |
| 5. School: | SCHOOL OF RETAIL MANAGEMENT |

6. Program containing the module

- | | |
|------------------|-----------------|
| Level: | 2 |
| Core/Option: | Core |
| Mode | THEORY |
| Code | BES 306 |
| Programme Title: | B DESIGN (FMRM) |

7. Overview and Aims

To develop the basic understanding of the entire organizational behavioral patterns and familiarizing the student with the basic organizational culture.

8. Module Content

Unit 1

HRM- Introduction, meaning, definition, nature and scope of HRM and HRM functions objectives of HRM, Qualities of an HR manager.
Opportunities and Challenges of Human Resource Management in Retail Organisations

Unit 2

HumanResourcePlanning

Unit 3

Job design, Job analysis, Job description and Job specification: Definition, meaning and process with special reference to various positions in retail organizations

Unit 4

Recruitment: definition, objectives, recruitment sources, recruitment techniques, recruitment process, sources with special reference to organizations working in retail sector.

Unit 5

Selection, placement and Induction: meaning, definition of selection, significance of selection process selection procedure

Various types of tests

(aptitude, achievement, situational, interest, personality), different types of interviews and interview process, means to make interview effective, medical exams, reference checks, final decision, employment, placement and induction.

Unit 6

Performance management: Introduction, meaning, need, purpose, - objectives, contents of PAS, appraisers and different methods of appraisal, uses of performance appraisal, limitations and problems of performance appraisal, 360 degree Appraisal, post appraisal feedback.

Unit 7

Human Resource Development: Introduction, definition, concepts, activities

Training and development: meaning of T & D, importance of training, benefits of training, need and objectives, assessment of training needs, areas of training, training methods, on-the job and off-the-job training, advantages of training, training procedures and final evaluation.. Training needs in Retail Organisations

Unit 8

Employee mobility:

Internal mobility: Introduction, meaning, different types

Promotion: meaning, purpose, bases of merit, seniority, merit cum seniority, benefits, problems, promotion policy.

Transfer: meaning, purpose, types, reasons, benefits,

Demotion: meaning, need for demotion policy.

Career and succession planning and Development: meaning, need, career development actions.

External mobility: Introduction, meaning, types.

Absenteeism- Meaning, types, causes, calculation, minimizing absenteeism in Retail Organisations

Unit 9

Employee attrition-meaning, reasons, calculation of attrition rate, retention strategies, managing separations, voluntary and involuntary separations.

Unit 10

Compensation & Benefits Administration: Compensation Management: - Introduction, definition, need for sound salary administration, objectives, factors affecting wages/ salary levels, job evaluation, wage salary survey, salary structure, salary fixation, incentives, profit sharing, bonus concepts, ESOPs, pay for performance, Benefits administration, employee welfare and working conditions.

Prevailing Compensation trends in Retail organizations

Unit 11

Grievance Handling Procedure

Unit 12

Best Practices and emerging trends in Retail organizations for motivating, attracting and retaining employees

9. Indicative Reading

- Armstrong, M (2001), Human Resource Management: A Handbook, 6th Edition, London, Kogan Page
- Luthan, F (1998), Organisation Behaviour, 8th Edition, Boston, Irwin-Mcgraw Hill
- Robbins, S (2000), Organisation Behaviour, 9th Edition, New Delhi, Prentice Hall

10. Learning Outcomes

Knowledge and understanding. After completing this module, the student should be able to:

Understand the basic concepts of organizational behaviour and human resource management

Develop an understanding of Attitude, personality etc

Understand basics of recruitment, selection and planning.

Module Assessment

Internal 50%, through Assignments /projects/ test

External 50% through end term exam.

**FOOTWEAR DESIGN AND DEVELOPMENT INSTITUTE
MODULE SPECIFICATION**

Basic Module Information

- | | |
|-------------------|--|
| 1. Module Title: | NON STORE RETAILING AND FRANCHISING |
| 2. Module Code: | BES 307 |
| 3. Credit points: | 4 |
| 4. Duration: | 4 HOURS/ WEEK |
| 5. School: | SCHOOL OF RETAIL MANAGEMENT |

6. Program containing the module

- | | |
|------------------|-----------------|
| Level: | 2 |
| Core/Option: | Core |
| Mode | THEORY |
| Code | BES 307 |
| Programme Title: | B DESIGN (FMRM) |

7. Overview and Aims

Providing the understanding on various formats of non store retailing

- Direct Marketing
- Direct Selling
- Multi channel retailing

To provide the understanding of franchising

- Concept of franchising.
- Advantages & disadvantages of franchising.
- Franchise agreements or contracts.
- Selection of franchisee and franchisor.

8. Module Content

Module content

Unit 1: Non Store Format Vs. Store Retailing

Unit 2: Direct Marketing

- Understanding Of What Is Direct Marketing
- Advantages And Limitation

- Growth Of Direct Marketing
- Database Marketing
- Forms Of Direct Marketing
 - Direct Mail
 - Telemarketing
 - Mobile Marketing
 - Telesales
 - Catalogue Marketing

Unit 3: Case Study on direct marketing

Unit 4: Direct selling

- Difference between direct selling and direct marketing
- Direct selling in India
- Global scenario
- Skills required for direct selling
- Advantages and limitation

Unit 5: Multi channel marketing

- What is multichannel marketing?
- Benefits of multichannel marketing
- Best practices

Unit 6: Introduction to franchising

- What is franchising?
- History of franchising
- Franchising scenario in India and abroad
- Benefits and drawbacks if franchising

Unit 7: Basics of franchising

- Types of franchising
- Franchising terms
- Alternatives to franchising

Unit 8: Developing a franchising business

- Making business ready for franchising
- Steps in franchising

Unit 9: Franchisee perspective

- Cost of franchising
- Core value of franchising
- Self-test for franchisee

Unit 10: evaluation and selection of franchisee

- Steps in selection
- Evaluating a franchisee

Unit 11: Franchising agreement

- Objectives
- Outline of franchise agreement
- Clauses
- UFOC

Unit 12: Franchisee regulations

- Franchisee laws

Unit 13: International Franchising

- Impact of global economy
- Social and cultural aspects
- Guidelines for international expansion

Unit 14: Territory and Co-Branding

- Structuring territories
- Territorial structures
- Co branding

9. Indicative Reading

- Retail & Merchandising: Rabolt, J. Nancy & Miller.
- Logistics & Retail management: Fernie, John
- Retail Management, Berman B;
- Retail Management, Levy Michael.
- Retailing: Lucas, H H. George.
- Retailing : Gercas, George H

- Boroian Donald D., Callawa L. Patrick, Franchising Your Business, Francorp Publication, U.S.A.
- Satish Taneja Galgotia Publishing Company

10. Learning Outcomes

Knowledge and understanding. After completing this module, the student should be able to:

- Understand types, modes and terms in context with the business of franchising to develop a clear understanding of franchising agreements and / or contracts.
- Understand key terminology for non store retailing that enables to comprehend the characteristics of various retailers.

Module Assessment

Internal 50%, through Assignments /projects/ test
External 50% through end term exam