

## BVOC in Fashion Design & Retail (FDR)



# B.Voc

## Fashion Design & Retail

### Overview

B.Voc in Fashion Design & Retail is a unique 3 year course with well defined curricula coming to help students gain exposure in design methodology, basic textile and product knowledge, market research, fundamentals of retailing. The course has six semesters of contact teaching-learning that will impart skills and techniques employed for specialized applications in fashion design, product development and retail management. Industry visits in every semester and industry internship will give students an invaluable experience to interface between design and technicalities of fashion and retailing.

### Course outline

- Fashion Marketing - Segmentation, Targeting and Positioning (STP)
- Latest Technology Tools in Apparel Manufacturing like Digital Pattern Making, Machine Attachments, Work-Aids & Advanced Integrated Workstations
- Fashion - IT synergy and new trends in Retailing, Global & Domestic Sourcing
- Fashion Product Classification & New Product Development
- Branding-Pricing-Promotion-Distribution
- Web-Designing & use of Social Media in Promotion
- Digital Merchandising & e-Portfolio Development, Opportunities Scouting & Idea Generation
- Industry Visits and Internships in every semester

### Eligibility

10+2 from a recognized board in any discipline

### Duration

3 Years (6 Academic Semesters); 1000 hrs per year, 50 credits per year

### Possible Areas of Employment

Merchandisers, Fashion Designers, Sampling Managers, Design Coordinators, Retail Managers, Assistant Merchandisers, Fashion Coordinators in Apparel and Retail Industry

### Semester Fee

Rs 26000 + Rs 7500 (Scholarships available for deserving candidates)

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