

OC

UNIVERSITY OF MUMBAI

No.UG/ 25 of 2008


CIRCULAR:-

The Principals of the affiliated colleges in Arts, Science, Commerce and Home Science are hereby informed that, the recommendation made by the Board of Studies in Home Science at its meeting held on 5<sup>th</sup> December, 2007 has been accepted by the Academic Council at its meeting held on 14<sup>th</sup> December, 2007 vide item No.4.41 and subsequently approved by the Management Council at its meeting held on 24<sup>th</sup> December, 2007 vide item No.9 and that, in accordance therewith,, the Certificate Course in Visual Merchandising (Add-on Course) has been introduced by the University from the academic year 2007-2008.

Further that, in exercise of the powers conferred upon the Management Council under Section 54(1) and Section 55(1) of the Maharashtra Universities Act 1994, it has made **Ordinance 5734 and Regulations 5799 and 5800** including syllabi scheme of examination, standard of passing and fee structure relating to the **Certificate Course in Visual Merchandising (Add-on Course)** as per Appendix and the same has been brought into force from the academic year 2007-2008.

MUMBAI-400 032

25<sup>th</sup> January, 2008

  
for I/c. REGISTRAR

To,

The Principals of the affiliated colleges in Arts, Science, Commerce and Home Science

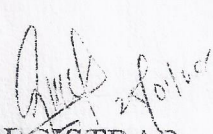
A.C./4.41/14.12.2007

M.C./9/24.12.2007

No.UG/ 25 - A of 2008, MUMBAI-400 032 25<sup>th</sup> January, 2008

Copy forwarded with compliments for information to :-

- 1) The Deans, Faculties of Arts, Science and Commerce
- 2) The Chairperson, Board of Studies in Home Science
- 3) The Offg. Controller of Examinations,
- 4) The Co-Ordinator, University Computerization Centre,

  
for I/c. REGISTRAR

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Rainagiri for information.

The Offg. Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2 copies), the Deputy Registrar (Accounts Section), Vidyanaagari (2 copies), the Deputy Registrar, Affiliation Section (2 copies), the Director, Institute of Distance Education (10 copies), the Director University Computer Center (IDE Building), Vidyanaagari, (2 copies) the Deputy Registrar (Special Cell), the Deputy Registrar, (PRO) the Assistant Registrar, Academic Authorities Unit (2 copies) and the Assistant Registrar, Executive Authorities Unit (2 copies). They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that no separate Action Taken Report will be sent in this connection. the Assistant Registrar Constituent Colleges Unit (2 copies), BUCT (1 copy), the Deputy Account, Unit V (1 copy), the In-charge Director, Centralize Computing Facility (1 copy), the Receptionist (1 copy), the Telephone Operator (1 copy), the Secretary MUASA (1 copy), the Superintendent Post-Graduate Section (2 copies), the Superintendent, Thesis Section (2 copies)



OC  
2007  
Enclosure to Item No.4.41

14.12.2007.

**UNIVERSITY OF MUMBAI**



Ordinances, Regulations  
and

Syllabus for the  
Certificate Course  
in  
Visual Merchandising  
(Add-on course )

**( Introduced from the academic year 2007-2008)**



OC

**Certificate Course in  
VISUAL MERCHANDISING  
(Add on Course)**

**OBJECTIVES :**

This course is designed to help students develop skills in Visual Merchandising

- 1) To impart skills of Visual Merchandising
- 2) To help students to independently set up merchandise in optimum and creative ways to face competition and achieve best market shares.

**SUBJECT : Marks 100 each (70 marks theory & 30 marks Project/Assignment)**

- I. Marketing & Merchandising
- II. Fashion
- III. Principles of Design
- IV. Consumer Buying Behaviour

Theory subjects include few practical exposures

**R.5799 :-DURATION OF THE COURSE :**

3 Months (24 sessions)

Twice a week – 3 hours each session.

**R.5800 :-FEES : Rs. 3500/- (does not cover raw material cost)**

**ADDED FEATURES : Guest lectures from Industry**

**MEDIUM OF INSTRUCTION : English**

**O.5734 :-ELIGIBILITY : XII or Equivalent**

02

**PAPER I - MARKETING & MERCHANDISING :**

Total Marks : 100

Theory : 70 marks

Assignment/Project : 30 marks

1. Principals of Fashion Merchandising :
  - a) Concepts
  - b) Evolution of Merchandising
  - c) Merchandising Planning and Controlling
  - d) Pricing
  - e) Budgets
  - f) Quality Assurance
  - g) Supply Chain Management.
2. Fashion Co-ordination in Retailing :
  - a. Role and Responsibilities of Fashion Co-ordinator in Retailing
  - b. Need for a separate promotional division
  - c. Responsibility of fashion promotion
3. Fashion Advertising :
  - a. Magazines
  - b. Catalogues
  - c. Fashion Shows
  - d. Bill Board
  - e. Videotapes and other creative presentations.
4. Fashion Marketing :
  - a. National and International dimensions
  - b. Fashion Marketing Mix
  - c. Promotional Techniques – Ads, hoardings, videos.
5. Fashion Market Research and Segmentation :
  - a. Scopes
  - b. Steps in Research, Process & Types of Surveys.



6. Fashion Buying & Merchandising as a Career :

- a. Career Development
- b. Future of Merchandising

REFERENCES :

1. Kale, N.G. (1997), Principle and Practices of Marketing. Vipul Prakashan, Mumbai.
2. Kotler, P. (1998), Marketing Management, India. Prentice Hall.

## PAPER II – FASHION

Total Marks : 100

Theory : 70 marks

Assignment/Project : 30 marks

Objective of Fashion Promotion

Responsibility of Fashion Promotion

i. The corporate connection

ii. Local store responsibility

1. Elements of Fashion

a. Fashion Cycles – Introduction, Growth, decline rejection

b. Focus on target customer

Shopper Groups

i. Advanced

ii. Contemporary

iii. update

Customer self- Image and store image

2. Fashion Terminology :

a. Style

b. Fashion industry

c. Change

d. Acceptance

e. Taste

f. Fashion evolution

3. Fashion Shows and Special Events :

a. Fashion shows are big business industry fashion shows

b. Scheduling, publicizing the market shows.

### REFERENCES :

1. Guerin Polly (1987) Creative Fashion Presentations, U.S.A., FIT Collection.
2. Fragrance and Fashion (2000) Silverdale books, De Agostini U.K. Ltd.
3. Frings, Stephens, Gini, (1999) Fashion Concept to Consumer, Sixth edition, Prentice Hall NJ.



### PAPER III - PRINCIPLES OF DESIGN

Total Marks : 100

Theory : 70 marks

Assignment/Project : 30 marks

1. Design in everyday life
  - a. Points to be considered while designing.
  - b. location
  - c. tools ad material
2. Principles of design and their applications
  - a. Proportion
  - b. Balance
  - c. Rhythm
  - d. Harmony
  - e. Emphasis.
3. Elements of design –
  - a. Lines - straight lines, curved lines
  - b. Form – different forms of art
  - c. Colour – different color schemes
    - monochromatic
    - warm color
    - cool color
    - Pastels
    - Neutrals etc.
  - d. Texture – smooth, rough, geometrical
  - e. Space – Negative and positive space, utilizing the space
  - f. Light.- - Ambient, core, architectural, acent
4. Design and Colour –
  - a. Classification of Colour
  - b. Psychological Impact of Colours
  - c. Use of Colours.
5. Lighting, Types and their Use.

6. Window display, Interior displays – Elements of display, Fixtures, Mannequins, Props, Lighting, Themes of Display.

REFERENCES :

1. Cahan, L & Robinson, J. (1984) A Practical Guide to Visual Merchandising. U.S.A. ; John Wiles and Sons, Inc.
2. Winter, A & Goodman, S. (1984) Fashion Advertising and Promotion. New York : Fairchild Publications.



## PAPER IV - CONSUMER BUYING BEHAVIOUR

Total Marks : 100

Theory : 70 marks

Assignment/Project : 30 marks

1. Consumer needs and motivation
  - a. Most intimate products
  - b. Who decides what you wear
  - c. Motivation
  - d. Appeals, Selling points.
2. Fashion Consumer decision making
  - a. Fads
  - b. Styles
  - c. Economics
  - d. Social
  - e. Cultural activities.
3. Psychological Process
  - a. The psychology of clothing and personal adornment
  - b. Purposes for dress and adornment.
4. Sociological aspects
  - a. Sociocultural variations in dress.
  - b. Diversity in cultural patterns
  - c. Social constraints
  - d. Collective behaviour and the individual.
5. Culture aspects/ context
  - a. Dress as an aspect of culture
  - b. Diversity in cultural patterns
  - c. Patterns of intra cultural changes.



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