

CORE COURSE VII (CC) - FASHION BUSINESS

Unit – I - Basic Communication

Fashion Communication Process, Problems and Networks. Fashion Verbal communication: Language as a vehicle of communication, Non-Verbal Communication.

Unit – II – Inter Personal communication

Study and practical of inter-personal, small group and presentation skills essential to effective social, business and professional interaction. Fashion Communicative devices in commercial publicity: letter styles, designs, pictorial presentation, slogans, colour variations.

Unit – III – Cultural and Inter cultural Communication

Cultural and intercultural communication theory and behaviour, development of specific communication skills for effective inter-cultural communication.

Unit – IV – Group Discussions

Principles and methods of modern group discussions, press conferences , interviews, seminars.

Unit – V – Fashion Business

Business of fashion, Scope, forms of business ownership, growth and expansion. Industry trends, Market weaks, Trade shows, Development of regional fashion centres, Fashion advertising.

Reference Books:

1. Beer, David.P, Writing and Speaking in the Technology Professions A Practical Guide, The institute of Electrical and Electronics Engineering. Inc New York, 1982.
2. Houp, Kenneth and Thomas, Reporting Technical Information, Mc Millan Publishing Co., Inc Newyork, 1980.
3. Quible, Zane, Margaret Johns and Dennish Mott, Introduction to Business Communication, Prentice hall of India Private Ltd, 1981.
4. Easey M, Fashion Marketing, Blackwell Sciences, 1994.
5. Jeannette Jarnow, Dixerson, Inside the Fashion Business, Prentice hall, USA.