

SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – VI

RESEARCH AND DEVELOPMENT FOR FASHION

Sub. Code: BFMP 602

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Research Methodology

Introduction to Research; Types of Research; Various Research Approaches; Introduction and Formulating Problem; Data development; Collection of Data; Overseas Market Research; Introduction to Research Process; Field Research; Types of Information.

Unit 2: Methods of Data Collection

Introduction to Primary Data Collection; Data Collection through Questionnaire; Data Collection through Schedules; Introduction & Methods of Secondary Data Collection.

Unit 3: Data Preparation & Analysis

Introduction, Process of Validation; Data Coding Process; Introduction & Types of Tabulation; Guideline for Graphics.

Unit 4: Research Report and Case Study

Introduction & Steps involved in Report Writing; Steps of Report Writing; Case Study

Suggested Readings:

1. Opportunities in Applied Environmental Research and Development, Richard N. L. Andrews, National Research Council (U.S.). Committee on Opportunities in Applied Environmental Research and Development. : National Academy Press, Washington, D.C.
2. Sustainable Fashion and Textiles: Design Journeys, Kate Fletcher, Earthscan Publications Ltd.
3. Research Methodology, C. R. Kothari, Vikas Publishing House.
4. Research Methodology and Statistical Methods, T. Subbi Reddy, Reliance Publishing House
5. Research Methodology and Statistical Techniques, Santosh Gupta, Publisher: Deep and Deep Publication.
6. Research Methodology, V. P. Pandey, Himalaya Publication.
7. Research Methodology in Management by Arbind and Desai, Ashish Publication House