



INTERNATIONAL
& COLLEGE OF
FASHION™
RULE THE WORLD OF FASHION

Curriculum Designed by

NID

National Institute
of Design
Ahmedabad



IIT-Delhi



niesbud



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The growth of fashion entrepreneurs

As India makes its mark on the world stage in business and economic progress, the creative powers and potential of its fashion designers are also being unleashed. Established and upcoming Indian fashion designers such as Ritu Kumar, Ritu Beri, Rohit Bal, Rina Dhaka, Tarun Tahiliani, JJ Valaya and Manish Malhotra have also made their mark on the global fashion arena. They are successful entrepreneurs too, who have established themselves in this highly competitive world. India's GDP is among the fastest growing in the world and while crossing the trillion-dollar mark for the first time recently, India has joined the

elite club of 12 countries. Countries that have reached the trillion-dollar GDP level in the past are US, Japan, Germany, China, UK, France, Italy, Spain, Canada, Brazil and Russia. Driven by increasing investments, the Indian fashion industry is expected to reach Rs. 7.5 billion by 2012, almost double its current size of Rs. 2.9 billion reported by the Associated Chambers of Commerce and Industry of India (Assocham Survey, 2009). As per an analysis 'the Indian Fashion Industry would create additional employment for over 50,000 aspirants like designers and merchandisers.

BBA in Fashion Entrepreneurship

- Fashion Business Concepts and Analysis
- Fashion / Brand Promotion
- Market Research & Reports
- Customer Profiling
- Trend Forecasting & Future Reports
- Markets, Social, Economic & Political Awareness
- Contemporary Fashion
- Self Employment
- Enterprise & Employment
- Global Business
- Launching a Business
- Creative Industry Practice

PGD in Fashion Entrepreneurship

- Principles and Practices of Management
- Enterprise Launching and Resources
- Design Research and Development
- Fashion Overview
- Marketing
- Range Planning, Trends / Forecasting
- The Entrepreneurial Manager
- Design Research And Development
- Range Planning, Trends/Forecasting
- Fashion Marketing and Communication
- Pattern Making
- Retail Management

MBA in Fashion Entrepreneurship

- Principles and Practices of Management
- Enterprise Launching and Resources
- Design Research and Development
- Fashion Overview
- Marketing
- Range Planning, Trends / Forecasting
- The Entrepreneurial Manager
- Pattern Making
- Retail Management
- Financial Reporting And Control
- Leadership And Organizational Behavior
- Strategic Technology
- Business Statistics
- Finance
- Identifying And Evaluating Opportunities
- Strategy
- Business and company law
- Entrepreneurial economics
- Business, government and the international economy
- Venture capital and private equity
- Managing and harvesting growth

Mission

At the International College of Fashion (ICF) promoted by the Bajaj Capital Group, our mission is to encourage the understanding of relevant issues facing the fashion industry. We aim at providing our students with a solid foundation in liberal arts through the right education, to help them become world-class professionals in the industry.

This is where your career begins...

At ICF you will learn the art of working behind the scenes and you will be guided by the faculty and your mentors. With the Post Graduate Diploma Program in Fashion Entrepreneurship, ICF promises tremendous preparation for your future. You will learn from personalities who belong to the world of Fashion. You will participate in hands-on internships within the fashion and retailing industry and bring a full semester of work experience that will be the ultimate preparation for your career. We have collaborated with the Indian Institute of Technology, Delhi for designing a customized content for ICF on entrepreneurship and the National Institute of Design for assisting us in designing a world-class fashion and design curriculum to offer you an integrated education in this field.

In support of this mission, our goals are:

- To maintain dynamic and responsive curricula by creating programs that reflect the changing needs of the industry.
- To foster student creativity and achievement through innovative methods in a highly personalized learning environment.
- To develop our students' analytical and communication skills that helps in growing intellectual curiosity.
- To equip our students with the technological training and informational skills necessary to succeed in the dynamic business world.

Career

Opportunities for Entrepreneurs undertaking this course range from launching their own business, going into freelance work and becoming self employed.

The global and market awareness will allow you to work internationally in a large range of fashion, business and creative industry related careers like:

- PR
- Marketing
- Trend Forecasting
- Event Management
- styling
- Buyers
- Top level executives working in research & development within the design-led industries.

Recruiters @ ICF

- JJ Valaya
- Ashima Leena
- Rakesh Aggarwal
- Shantnu Nikhil
- Alpna Neeraj
- Study by Janak
- Indian Aura
- Fab India
- Manchali
- Kabir International
- Amrita Fashions
- Jabong
- & many More...

Enterprise Born out of ICF

DB Creations, Invouge Design Studio, 99 Colors, Feastoffashion, 9 Yards & more...

Academic Council @ ICF

The Academic Council at International College of Fashion is established to watch over the quality of the pedagogy and to ensure that it meets the expectations of companies in the entrepreneurial sector.

- Raghavender Rathore (Designer)
- Leena Singh (Designer)
- Payal Jain (Designer)
- Vinod Kaul (Ex. Director FDCI)