Welcome to the International College of Fashion. I hope you will take a tour of our website and explore all that ICF has to offer. We specialize in the "business of fashion". Our Fashion Entrepreneurship program is truly unique as it provides the opportunity to apply classroom learning to the real-world business scenario.

Fashion can be very creative and uplifting but in an increasingly competitive marketplace, it is a serious business as well that requires a definite skill set. ICF will give you the edge you need to set yourself apart from the crowd and convert your dreams to reality. A solid foundation is in fact a prerequisite to success.

We ensure that the learning environment at ICF is supportive. We believe in building close interactions and bonds between students, administration and faculty. The Fashion Entrepreneurship course covers the “business of fashion” in all its various facets: retailing, buying, management, product development, marketing, visual merchandising, publications, and finance. The time that you spend at ICF will be your key to a challenging new endeavour – one that will distinguish you in the real world.

Congratulations on taking the first step towards a successful career as a fashion entrepreneur.

EDWIN HUBBEL CHAPIN
Fashion Designing is a creative expression that has a high profile in today’s world. It is fast becoming an appealing and lucrative profession and the rise in fashion consciousness among people has led the fashion industry to grow spectacularly all over the world. This in turn has led to greater demands for competent fashion designers. Here at International College of Fashion (ICF), we not only strive to provide quality fashion education to our students but also undertake efforts to ensure their overall personal development through a wide variety of extra-curricular activities. ICF aspires to provide the solid platform to students, where they can polish their skills and knowledge and move on to achieve success in life. And judging by the demand and success of our graduates it seems we are continuing in the right direction.
Welcome to International College of Fashion, our Fashion Institute for graduates. Here you will begin to learn what it takes to become a part of the vibrant fashion industry. The Fashion Program at International College of Fashion will guide you through such subjects as "How fashion people think, create and problem solve", "How to sew", "Who's your target customer?", portfolio development, "Understanding trends", and basic garment construction. At International College of Fashion, we take fashion seriously. If you do too, there is no better place for you to spend Twelve months of your Life. I invite you to visit our campus, study in our library, work in our fashion and computer labs. - in other words, immerse yourself in all that International College of Fashion has to offer.
A NOTE FROM THE ACADEMIC HEAD

Ms. Gulbah Duggal

Human imagination and endeavor are constantly remaking the world. As a species, we prod, bend, and transform the raw materials and energy flows of the planet into the objects, spaces, and places of everyday life. We are storytellers and explorers, by turns restless, rooted, innovative, cautious, and wildly creative. We define beauty, proportion, and aesthetics in ways that bring us together and drive us apart. Human beings are artists and designers capable of the most compassionate, farsighted, and joyful actions and of doing great harm. Design is not a neutral act.

Design enables human action. It is purposeful and magnifies capacity. It reveals and conceals who we are. And while design has played a role in every epoch of human history, it has never been more important than now. Today, communities around the world are confronted with new material, strategic, and interconnected challenges. Design alone will not solve these challenges but neither will they be adequately engaged without the creativity and strategic thinking of designers. We live in a designed world.

Design is emergent. Design thinking is becoming highly regarded among business leaders and policymakers and it is increasingly understood as adding significant value because it frames problems and envisions solutions from a different perspective. As design evolves, it is as often concerned with conceiving and arranging complex systems as it is with creating beautiful and useful objects. Design is a generative and regenerative endeavor with immediate impact and long-term implications. And the challenges of our time require more than ever that designers focus their talents. Here, a critical link between design, social science, and policy emerges, representing part of what distinguishes ICF as a place to learn.

The faculty and students at ICF build critically engaged art and design practices. Whether they’re studying illustration, the design, or the business of design, the core questions of the environment and sustainability or design itself, ICF students and faculty continuously seek to advance art and design and renew their relevance in the world.

I strongly believe that it is an ideal time to study Fashion and the business of Fashion and that ICF provides a unique and deeply relevant context in which to do it. I hope you will join the talented, energetic, and creative students and faculty at ICF.

The future is always being designed at ICF. Come be part of it.
FASHION – THE INDUSTRY SCENARIO

French actress Sophie Marceau wore their dresses in a Bond movie, Judi Dench to the Oscars, and Nicole Kidman wanted to wear them for the premieres of Moulin Rouge. Evidently, India’s fashion designers are now making news globally.

Till recently, India’s fashion designers have mostly sold to the country’s rich and famous. Today top Indian designers showcase their talents in front of hundreds of buyers, including Saks Fifth Avenue from New York, Browns from London and Maria Luisa from France.

According to a report by Fibre2Fashion.com, the Indian fashion industry can increase from its net worth of Rs 200 crore to Rs 1,000 crore in the next five to ten years. It is quite possible that soon Indian fashion labels will dominate the world’s top retail stores. However, to make it happen the industry needs those who have mastery in the business of fashion. To cater to this growing need, International College of Fashion (ICF) introduces the subject of marketing applied to the fashion industry.

At present, the largest sales turnover within the designer wear segment is about Rs 80 crore, with other well-known names having less turnovers of Rs 10-15 crore. In view of the prospects of the Indian fashion industry for growth, the figures are not very hopeful.

The key reasons for the projected growth are the increased investments by Indian apparel firms and a shift in consumer focus towards designer wear. At present, the Indian fashion industry accounts for only 0.3 percent of the international fashion industry, and the global designer wear market is growing at 10-10.5 percent every year.

We develop modern, innovative courses that break new ground across a wide range of subject areas.

International College Of Fashion (ICF) introduces the themes of marketing applied to the fashion industry. The marketing area is responsible for defining the company and trademarks identity and for developing all the positioning strategies for the product, the price, advertising, public relations, new technology, merchandising, and the sales outlook.

The advantage of pursuing a fashion entrepreneurship course rather than any other general marketing course is that it combines basic marketing knowledge and in-depth knowledge of the dynamics of the fashion world. The business of Fashion Marketing today needs sound, specific training, and in-depth knowledge of the sector, fashion products, languages, new technology, markets, and social and cultural trends. They need to be able to interpret the market and its changes, and follow the timing of the industry.

Fashion is linked to modernity. It seems to bow to the human need to keep with the pace, to know how to capture and interpret new ideas, and experiment with new things. Those who work in marketing need to be able to integrate and coordinate functions, but above all need a great talent for strategy, vision and planning. To bridge this gap we need to make sustained efforts to build Fashion and Entrepreneur knowledge so that the design industry can gain awareness, make use of the publicly available knowledge and make informed decisions about the brand that affect personal and business life. Globally many institutions are coming together, professionalizing education in Fashion Entrepreneurship and setting standards in the discipline.

In India International College of Fashion (ICF) India - is being set up to achieve the same.
Choosing what and where to study is one of the most important decisions you will make.

Our Parent Company

The Bajaj Capital Group is one of India's premier Investment Advisory and Financial Planning companies. We are also SEBI-approved Category 1 Merchant Bankers.

We offer personalized Investment Advisory and Financial Planning services to individual investors, corporate houses, institutional investors, Non-Resident Indians (NRIs) and High Net worth clients, among others.

As one of India's largest distributors of financial products, we offer a wide range of investment products such as mutual funds, life and general insurance, bonds, post office schemes, etc. offered by reputed public, private and government firms.

Group Companies

INTERNATIONAL COLLEGE OF FINANCIAL PLANNING

Launched in 2002, The International College of Financial Planning, an associate company of Bajaj Capital, is India's financial services super specialty finance college with an exclusive curriculum devoted to finance, banking and the research of equity markets.

The College has grown with a commanding market share of the Indian market for Certified Financial Planner CM (CFPCM) courses under the aegis of the Financial Planning Standards Board (FPSB) India, a charter member of FPSB USA.

During this time we have achieved a base of over 7,500 students with an enviable passing rate of over 89%.

FUEL SOURCE

Fuel Source is a broad-based executive search firm with a pan India presence, specializing in board level and senior mandates, working with a strict Code of Conduct and a methodical approach.

Our team comprises of professionals with extensive experience of building teams and a proven track record in Resourcing and Operations. The edge in operational understanding allows us to swiftly respond to challenges with appropriate solutions and also gives us the ability to partner with organizations at various stages of evolution, be it startup, growth or transformation.

SHARE GURUKUL

We are pioneers of financial markets related courses in the country. Our courses in capital markets and derivative markets set the benchmark for industry academia interactions. Our derivative based courses are well endorsed by the leading practitioners of the industry.

Having been associated with us since inception, they have helped shape our courses and make them dynamically aligned to the ever-transient times.

Our holistic courses in capital and derivative markets are the building blocks on which our societal efforts are based.

Capital market courses prepare the inquisitive mind for a challenging career in the Indian stock market. Going over the nuances of the trade, the course delivers excellent all round training, learning by doing is what we believe in.
International College of Fashion

International College of Fashion is home to state-of-the-art facilities; and the students have access to leading industry figures including Mentors, Educationalists, guest speakers, collaborators and visitors from the Industry. You’ll be taught by top-level creative practitioners who will encourage you to develop your own potential creating successful careers nationally and internationally.

Our new Fashion Entrepreneurship program, developed under the guidance of leading industry figures, creates a 21st Century provision, combining exceptional physical resources as well as strong commercial connections to deliver a world-class learning experience. In association with IIT-Delhi, KID- Ahmadabad and NIBH, for developing the curricula and as the training partners with ICF in sync with the Fashion Industry.

Mission

“ICF fosters understanding of the relevant issues facing industry and the global community, engaging students in a concentrated professional program, while simultaneously providing them with a solid foundation in liberal arts and to become the coveted choice of students as well as the Fashion Industry and to provide best education to the participants making them world class professionals.”
In support of this mission, our goals are:
1. To maintain dynamic and responsive curricula by creating programs that reflect the changing needs of industry.
2. To foster student creativity and achievement through innovative methods in a highly personal learning environment.
3. To develop our students’ analytical and communication skills to develop intellectual curiosity.
4. To equip students with the technological training and informational skills necessary to succeed in a dynamic business world.

Vision

“Our vision encompasses overall development of the professionals who would become the torchbearers of the Entrepreneurial revolution. International College of Fashion would equip the students with all the requisite theoretical and practical inputs which would help them in taking informed decisions towards their career ventures and become successful entrepreneurs.”

People

The People You Will Meet. ICF’s faculty, administration, and staff bring the fashion industry to you and get you out into the fashion world. We are a group of committed professionals. We bring a world of experience in buying, marketing, advertising, law, visual merchandising, management, product development, and manufacturing. We create courses and opportunities based on real-world experience. ICF puts you on top of the most up-to-date information in this fast-changing industry. Students get to know us as teachers, academic advisors, academic committee members, guides, and mentors. As a result, we help our students succeed in the world beyond.

FOCUS

Career focus

Were one of the India’s most innovative colleges when it comes to preparing students for the world of business. Well tell you why were recognized for the strong vocational emphasis of our courses and how our strong links with industry are making our students eminently employable.

Educational excellence

Highlighting our growing and growing reputation for excellence in education and tell you why you can be sure that the Entrepreneurial program here will provide you with the very best educational experience.

Vocational program

International College of Fashion is aspiring to prepare students for tomorrow world today’s entrepreneur... and Entrepreneurship, Fashion Design. If you want to leave the college with the practical skills and experience that will give you a huge head start in your chosen profession, then look no further.

Links with Industry

Links with business, industry and the public sector help us keep our courses relevant and up-to-date, and provide our students with real-life learning opportunities. We encourage placements be it from a week to a year helping you put your learning into context, as well as giving your CV that all important edge.

Employability

When it comes to employability, we don’t do things by halves. Careers and Student Employability Cell will assess your strengths, and help you make intelligent career choices as:
A role within a creative service based industry both real and virtual; start up or mature
An entrepreneurial role in an existing organisation
A business development role using entepreneurial thinking to develop and extend business through innovation. This could be in retail, design, production or media.
Working in Research and Development in a leadership/management role within service and design-led industries
A leadership/management role within an existing business or group
Establishing a new business venture

ICF Hand Holding Initiative

A refreshing new global concept in business networking, developed by ICF to promote and embed a spirit of entrepreneurship. ICF brings together entrepreneurs in a physical and virtual meeting space, linked to a worldwide network. Member organisations works as a support network which continues to expand as links are developed around the world.
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. The council members coordinate the parts of the curriculum corresponding to their expertise. It is an independent panel of professionals and experts who possess distinguished personalities from the industry and academia.

Raghavender Rathore (Designer)
Vinod Kaul (Ex. Director FDCI)
Payal Jain (Designer)
Leena Singh (Designer)
Harish Choudhary (Professor IIT-Delhi)
K.R. Arya (Ex.D.G. NIESBUD)
Fashion Entrepreneurship

PD in Fashion Entrepreneurship aims to break new ground through offering a postgraduate program that provides new business opportunities for emerging fashion entrepreneurs who need professional business strategy and project management knowledge, guidance, and a systematic approach to develop and sustain new business opportunities. The ethos that entrepreneurship serves as a catalyst for economic development underpins the course. Strengthened by International College of Fashions unparalleled industry networks, you will be able to develop innovative concepts, while developing collaborative relationships between education and industry.

There will be emphasis on the development of the individual and the way the individual operates both as part of a creative team and across the domain of entrepreneurship. You will be exposed to the world of business through assignments, internships, and mentoring round tables involving professionals from the industry.

The multidisciplinary profile of students on the course will reinforce the real world dimension with students from fashion backgrounds working alongside others from outside the traditional boundaries of fashion. That way a student will explore innovations in order to create, deliver and sustain economic and market growth for the fashion industries. Whether or not students start a business, the entrepreneurial perspective is a trait most employers look for. Companies and organisations benefit when employees bring innovation and creativity to the workplace. Whether you start your own business or work within a company structure, entrepreneurship will broaden your perspective to recognize opportunities.

Industry Experience

The foundation of an ICF education is experience within the fashion industry. An integral part of the core curriculum is the opportunity to apply information you have learned in the classroom to use in the real world. Students will have these opportunities throughout their tenure at ICF.

The ICF library houses a unique, specialized collection, focusing on the fashion industry and the fields of business related to it. The collection includes books on advertising, business management, fashion, fashion merchandising, retailing and visual merchandising. The library materials are continuously added to, in an effort to anticipate the needs of the rapidly changing industry.

The Program

The program aims to provide new business opportunity platforms for emerging fashion entrepreneurs who need professional management knowledge, guidance, case study models and systematic support in the context of a global economy. Entrepreneurship serves as a catalyst for economic development and globalization and the program enables you to develop innovative fashion concepts through to commercialization.

The challenges posed to start-up creative enterprises are central topics and issues for this new course. Students will explore the factors that inhibit their growth potential, how to minimize risk, the conditions innovation needs to flourish in the competitive global market and managing human capital and blending methodologies for harnessing innovative ideas in a creative environment.

This course is designed to link creative thinking with business thinking. Through mentoring from industry experts and the opportunity to go on placement, you will also be supported to perfect personal aptitudes while developing the techniques and skills for entrepreneurial spirit.
CURRICULA

Post Graduate Diploma in
Fashion Entrepreneurship *(PGDPE)*

The framework of the course will meet the needs of graduates who have identified a specific interest within fashion or the creative industries, who wish to deepen their knowledge and expertise in that field while at the same time engaging in a program of highly focused personal and professional development. ICP has developed an educational environment which mirrors the fashion industry in which students from one specialization work with students in different specialisms and projected career paths. ICP’s portfolio is further enhanced by the Certification framework, which offers you to be a Certified Fashion Entrepreneur. Through Personal and Professional Development, ICP offers you a structured and supported process, which will help you reflect upon your own learning, performance and achievement and plan for your personal, career

Program Contents:

<table>
<thead>
<tr>
<th><em>ENTREPRENEURIAL SKILLS</em></th>
<th><em>AESTHETICS FOR MERCHANDISING</em></th>
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<tbody>
<tr>
<td>This is the entrepreneurial age and the excitement and challenge of entrepreneurship is introduced in this module. Students learn how to generate sound business ideas and to prepare a business plan, including choosing the form of business organization, selecting a location, financial planning, and administration.</td>
<td>This module helps the students to be able to demonstrate an understanding and apply the concept of aesthetics as it relates to the different roles of the apparel industry and the development, selection and promotion of apparel and textile products. The student will incorporate the principles and elements of design into projects designed to apply their aesthetic know ledge.</td>
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<tr>
<th><em>FASHION FUNDAMENTALS</em></th>
<th><em>APPAREL CONSTRUCTION</em></th>
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<tr>
<td>Upon successful completion of this module, the student should be able to define appropriate fashion terminology and explain the structure of the industry, including the design process and marketing of the fashion product.</td>
<td>Upon successful completion of this module, the student should be able to apply clothing construction principles, techniques and skills in apparel construction. The class will use lecture, demonstration and hands-on experience to teach the skills needed to plan and construct four garments during this course.</td>
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<tr>
<th><em>VISUAL MERCHANDISING</em></th>
<th><em>TEXTILES</em></th>
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<tr>
<td>With this module, the student should be able to explain and apply the principles of design in visual merchandising. In addition, the student should be able to identify and explain the use of mannequins and other forms, display fixtures and lighting systems, apply color theory, and present merchandise effectively in visual displays. The student should also be able to demonstrate the use of appropriate types of displays for in-store promotions. This course is required for the Fashion Merchandising program.</td>
<td>Upon successful completion of this module, the student should be able to differentiate fibers and fabrics according to their specific characteristics and to select fibers and fabrics for specific applications. In addition, the student should be able to identify properties and characteristics of natural and man-made fibers, the properties and characteristics of yarns, fabric construction methods, including weaving and knitting and various finishing processes including printing and dyeing.</td>
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<tr>
<th><em>MARKETING COMMUNICATION</em></th>
<th><em>HISTORY OF COSTUMES</em></th>
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<tr>
<td>With this module the student should be able to explain advertising and promotion from an integrated marketing communications perspective that combines theory with planning, management and strategy. In addition, the student will be able to explain advertising, sales promotion, direct marketing and publicity/public relations and the need for integration of these promotional mix elements in an overall marketing communications program.</td>
<td>The student should be able to identify the political, economic, technological, and sociological factors that have influenced Western costumes worn by women, men and children from ancient Egyptian times to the present.</td>
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*Post Graduate Diploma in Fashion Entrepreneurship ~
Is an autonomous program offered by International College of Fashion~
and is not affiliated with AICTE/UGC*
**STORE PLANNING**
This module demonstrates the skills needed to plan and execute the display methods and store planning concepts for promoting merchandise within a large or small store interior. These plans will use the student’s understanding of design, fixtures, traffic patterns, floor set, graphics/signage and materials. This course is a requirement for the visual merchandising certificate.

**CONSUMER PRODUCT EVALUATION AND FASHION PRODUCT DEVELOPMENT**
By the end of this module, the student should be able to evaluate a wide range of textile and non-textile products, on the basis of specialized product knowledge and be able to develop original garment design ideas from initial concept through to production. This includes translating market trend research, creating inspiration and concept presentation boards and continuing the design process through fabric selection and developing original patterns for first samples using flat pattern drafting and draping techniques. Students will calculate costing for their garments and develop detailed specification packages.

**LEGAL ISSUES AND REGULATIONS**
Legal Aspects of Entrepreneurship — Law provides entrepreneurs with many opportunities for competitive advantage. This course offers an examination of the issues that every entrepreneur should understand, from start-up to IPO. These issues include legal concerns that arise when you leave your current employer to start a business, creating an appropriate ownership structure, funding the venture, contracting with vendors and customers, hiring and retaining the best staff, protecting you intellectual property, and going public.

**INDUSTRY TOPICS - FASHION RETAILING/WHOLESALE & MANUFACTURING**
Student should be able to exhibit knowledge and work-based skill inherent to fashion retailing, wholesaling and manufacturing. The student will have opportunities to apply knowledge gained in prior courses analyzing industry topics. This capstone course will review and evaluate competencies that are essential for employment in the fashion industry. This course is required for the Fashion

**FINANCING / BUSINESS PLAN**
Owning a business is the dream of many people ... starting that business converts your dream into reality. But there is a gap between your dream and reality that can only be filled with careful planning. As a business owner, you will need a plan to avoid pitfalls, to achieve your goals and to build a profitable business. The module is a guide to help you prepare a comprehensive business plan and determine if your idea is feasible, to identify questions and problems you will face in converting your idea into reality and to prepare for starting your business.
Objective

To develop Fashion, Business & Entrepreneurial skills through this innovative and future focused course, as well as a high level understanding of the Fashion marketplace in a social, cultural, political and economic context. You will develop research and analytical skills and be adept at future focused thinking and forecasting. Your entrepreneurial mindsets and innovative creative thinking will be developed through a large number of Creative Industries live projects and you will graduate with an already existing network of contacts and industry experience. You will develop basic practical fashion skills and gain a creative understanding of brand & design. Through our business and enterprise modules, test trading and business launches you will develop the ability to become a self employed creative practitioner in the fashion and creative industry. This course will also prepare you for industry and your global outlook and international market awareness.

Academic qualification

10+2 in any discipline from a recognized board with at least 45% marks in 12th. Candidate waiting for the board results may also apply.

Program Duration

The Program duration for BBA in Entrepreneurship will be Three years comprising of six semesters.

Career Opportunity - Upon completion of the variant, student will have

• A broader appreciation for the entrepreneurial context • Improved their understanding of the role of entrepreneurship in the economy • Sharpened their creative problem solving skills • Reflected on their own skill sets and thinking styles • Developed one or more entrepreneurial ideas of their own • Engaged with industry in a variety of contexts • Integrated the taught material across the spectrum of the broader MBA.

Course Structure

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<tr>
<th>1st SEMESTER</th>
<th>2nd SEMESTER</th>
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<tr>
<td>Introduction to Trends Within Lifestyle Brands</td>
<td>Introduction to Global Contextual Studies</td>
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<tr>
<td>Personal and Professional Development Planning</td>
<td>Fashion Illustration and Presentation Methods</td>
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<tr>
<td>Introduction to Fashion Promotion</td>
<td>New Venture Creation</td>
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<tr>
<th>3rd SEMESTER</th>
<th>4th SEMESTER</th>
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<tbody>
<tr>
<td>Principles of Management</td>
<td>Fashion in Focus</td>
</tr>
<tr>
<td>Developing Skills Relevant to Promotional Campaigns</td>
<td>Entrepreneurship and the Small Business</td>
</tr>
<tr>
<td>Creative Industry Live Projects</td>
<td>The Globalization of Business</td>
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<tr>
<th>5th SEMESTER</th>
<th>6th SEMESTER</th>
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<tbody>
<tr>
<td>Marketing Management</td>
<td>The Business of fashion – Final Major Project</td>
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<tr>
<td>Fashion and Online Innovation</td>
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<tr>
<td>Futures Report</td>
<td>Show Production</td>
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<td></td>
<td>Managing Your Business</td>
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Education Loan

ICF aims to support deserving/meritorious students in availing financial assistance for pursuing their higher education. In order to encourage students to take up higher education despite their financial shortcomings, ICF has tie-up with Central Bank of India from where students can avail education loan.

Note: Loan sanctioning is prerogative of bank and at the discretion of bank after judging financial standing and eligibility of the applicant subject to fulfilling of conditions as laid down by bank.
MBA in Fashion Entrepreneurship*

Objective

The program will help the students develop the skills required to evaluate business opportunities, create new ventures, and foster innovation. Additionally, it will hone your problem-solving and decision-making skills and explore the differences between managing start-ups versus large organizations. Analyze organizational development theories and change models currently being employed in organizations. The Entrepreneurship major develops knowledge and skills in the fields of new product development, change management and innovation and leadership, which are essential for those who aspire to make a career change directly into entrepreneurial ventures or return to a corporate setting with the necessary frameworks and skills to contribute entrepreneurial leadership. Students will explore the practical knowledge, strategy, and skills needed to plan for the legal issues, marketing, and the four functions of management involved in a new business, product, or service launch. Students will practice, in a team environment, all the initial steps involved in the entrepreneurial process to achieve success.

Academic Qualification

Graduate in any discipline from a recognized university or an equivalent degree with at least 45% marks in three years.

Program Duration

The Program duration for MBA in Entrepreneurship will be two years comprising of four semesters.

Career Opportunity - Upon completion of the variant, student will have

- A broader appreciation for the entrepreneurial context
- Improved their understanding of the role of entrepreneurship in the economy
- Sharpened their creative problem solving skills
- Reflected on their own skill sets and thinking styles
- Developed one or more entrepreneurial ideas of their own
- Engaged with industry in a variety of contexts
- Integrated the taught material across the spectrum of the broader MBA.

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<tbody>
<tr>
<td>Principles and Practices of Management</td>
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<tr>
<td>Enterprise Launching and Resources</td>
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<td>Design Research and Development I</td>
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<tr>
<td>Fashion Overview</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Range Planning, Trends / Forecasting I</td>
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<td>Total</td>
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<tr>
<th>2nd SEMESTER</th>
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<tbody>
<tr>
<td>The Entrepreneurial Manager</td>
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<tr>
<td>Design Research And Development II</td>
</tr>
<tr>
<td>Range Planning, Trends/Forecasting II</td>
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<tr>
<td>Fashion Marketing and Communication</td>
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<tr>
<td>Pattern Making</td>
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<tr>
<td>Retail Management</td>
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<td>Total</td>
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<th>3rd SEMESTER</th>
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<tbody>
<tr>
<td>Financial Reporting And Control</td>
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<tr>
<td>Leadership And Organizational Behavior</td>
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<td>Strategic Technology</td>
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<td>Business Statistics</td>
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<tr>
<td>Finance I</td>
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<tr>
<td>Identifying And Evaluating Opportunities</td>
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<td>Total</td>
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<tr>
<th>4th SEMESTER</th>
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<tbody>
<tr>
<td>Strategy</td>
</tr>
<tr>
<td>Business and company law</td>
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<tr>
<td>Entrepreneurial economics</td>
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<tr>
<td>Business, government and the international economy</td>
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<tr>
<td>Venture capital and private equity</td>
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<tr>
<td>Managing and harvesting growth</td>
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Note: loan sanctioning is prerogative of bank and at the discretion of bank after judging financial standing and eligibility of the applicant subject to fulfilling of conditions as laid down by bank.

* MBA is offered by a duly notified state university.
WORKSHOPS

Continuous and Specialised Studies for Industry Professionals

Difficult to take the classes you’ve been thinking about? ICP makes it easy. ICP offers you more from life. More experience, more skills and more opportunities. We at ICP understand the need to grow and that’s why we offer part-time programs, workshops and seminars, at times convenient for busy people and working professionals. So whether you’re thinking about moving up in the corporate world, or developing management skills to run your own business, explore what ICP has to offer and get more.

Proposed Workshops On

* COUNTERS: HOW TO WIN THE GARMENT GAME
  Course emphasizes the importance of establishing prices that customers are willing to pay while reducing financial risks, achieving return on investments, and increasing net profitability. Reviews accounting theory applicable to the fashion business.

* FINANCE FOR FASHION BUSINESS
  This program will make your finance-savvy and improve your decision making, budgeting, expenditure justification, and ability to prove your performance. Included are critical concepts such as net sales, cost of goods sold, gross profit, operating income, net income, and earnings-per-share. The meanings of assets, liabilities, and stock ratios are explained. Benchmarking and financial report timing are discussed, and the components of vendor and retailer profitability are stressed.

* GENERATING A BUZZ FOR YOUR BRAND
  Learn to use the newest forms of web communications to attract customers, store buyers, and press to your product line or business. This program features yet proven marketing tactics that incorporate the use of blogs like YouTube, MySpace, Stylishe, Oraignize, and other social networking websites for marketing and promotion.

* HOW TO STYLE: PLAN AND MERCHANDISE AN APPAREL LINE
  If you are a manufacturer, designer, or product developer, this course will help you create a cohesive and saleable line. Start with the merchandising function, which stresses how to plan, fashion, and implement customer targeting for regional markets.

* HOW TO BUILD A SELLABLE GARMENT COLLECTION
  Get a complete workout in the merchandising process and strengthen your ability to take a design concept or best seller forward. How to group styles, adjust for special account demands, and monitor success at point of sale are included.

* THE PROFESSIONAL’S GUIDE TO THRIVING AT SHOWROOM SALES
  Get great insight, advice, and training on how to jump-start your fashion selling career. Learn the up-to-the-minute marketing techniques and methods appropriate for today’s market challenges, including how to respond to vendor analysis and communicate effectively with large chain executives, fashion directors, buyers, and independent specialty store owners.

* HOW TO WRITE GARMENT SPECS THAT REALLY COUNT
  Upgrade the quality and consistency of your samples and production by improving your ability to write comprehensive, accurate specifications. This workshop explains how to measure and set up a spec sheet to communicate in any market and at any price point, whether you are sourcing abroad or at home. Review the techniques necessary to analyze and particularize your cut-and-sew, knit, sweater knit, and woven. Learn how to change the specifications of an existing garment and develop a new one.

* FASHION SIZING SUSTAINABILITY AND RESPONSIBILITY
  Are you or your company well versed enough on how the demands of corporate social responsibility (CSR) are impacting today’s fashion business? Do you think that CSR is only an issue for major brands and retailers? No matter where you work in fashion, getting CSR education could be the smartest business decision you make right now. Find out what you need to know about CSR and gain a ground understanding so that you can adjust your business decisions going forward. Information imparted covers the entire pipeline right down to retail issues such as store layout, design and customer expectations, and demands in all markets and product categories. Learn the vocabulary and the underlying principles and perspectives of CSR, concepts, theories, and

* FASHION FORECASTING
  Find out how trends are tracked from an actual forecaster. Whether you are in design or retailing, properly train your eyes to recognize fashion cycles, and see how silhouettes and colors evolve seasonally and annually. Be a market leader by learning to gather, evaluate, and use substantive phenomena to create or select your own exciting and timely products. Program includes making your own forecast presentation boards in a stimulating workshop environment.

* MANAGING MONEY IN A SMALL ENTERPRISE
  Cash flow management and tax planning are the foundations of this course. Make the most of your money through budgeting, smart credit policies, and legitimate business deductions. Learn to make business decisions that minimize your taxes and set up record and documentation systems to back it all up.

* FUNDAMENTALS OF ONLINE RETAILING
  Learn successful strategies for selling online from the traditional rules of retailing to the specifics of merchandising a product online and optimizing a website for the best sales performance. Course includes evaluation of e-commerce business models.
CERTIFICATION

International College of Fashion is a private school for specialized education in Fashion Entrepreneurship and is the only school in India that offers a post graduate Diploma in fashion entrepreneurship (PGDFE). On successful completion of the pre-requisites of the program the candidates will awarded the following certifications:

- BBA in Fashion Entrepreneurship
  By University of Mysore
- MBA in Fashion Entrepreneurship
  By University of Mysore
- POST GRADUATE DIPLOMA IN FASHION ENTREPRENEURSHIP (PGDFE)
  By University of Mysore
- CERTIFICATE ON SKILL TRAINING
  By National Institute of Entrepreneurship and Small Business Development (NIESBUD)
- CERTIFIED FASHION ENTREPRENEUR
  Certification for the working Professionals with 3 year work experience
  By International College of Fashion (ICF)

Innovation distinguishes between a leader and a follower.
- STEVE JOBS

CAREER OPTIONS

The business of fashion is one of today's hottest, most exciting industries. From retailing and display design to publishing and high-level management, it's a dynamic, fast-paced field with unbelievable career possibilities.

The fashion design entrepreneurship certificate prepares students to open their own fashion design business. This certificate is designed to provide the student with basic skills in fashion design and small business development and management.

At ICF, the aspirants will get hands-on experience as a professional starting on day one through internships, guest speakers, field trips and more, exploring their interests, learning the business of fashion, and making valuable connections.

Our alumni will find success as buyers, event planners, entrepreneurs and top-level executives at a range of

SELECTION

Admission

Welcome to the Admissions section of ICF.

As you continue to learn about the College, you will discover the vast opportunities ICF has to offer. Not only do we afford students a solid education in Fashion Business, ICF also provides students with important hands-on industry experience.

Our students learn about the business of fashion first-hand through a unique combination of academics and practical work experience. As a result, ICF graduates are truly exceptional and are prepared for a highly competitive and the cut-throat world of fashion business.

Thank you for your interest in ICF. Please let us know how we can assist you during your college exploration process. You will soon discover why ICF truly is “The College for the Business of Fashion.”

Eligibility

The candidate must possess a Bachelor's Degree. The Bachelor's Degree (or equivalent qualification) obtained by the candidate must entail a minimum of 3 years of education after completing Higher Secondary School (10 + 2) or equivalent.

Candidate applying for their final year exams can also apply subject to furnishing a proof of graduation after completion.

Admission Procedure

- [Details about admission procedure]

- [Details about eligibility criteria]
STUDENT TESTIMONIALS

For everyone who dreams to launch their own label and be their own boss, this course provides you the platform to develop your skills. PGD in Fashion Entrepreneurship is an innovative course and would pave way for aspiring students or professionals who want to take the plunge in the world of Fashion. Design Research and Illustration hone and develop your own style while management and entrepreneurship give you the confidence and understanding to take the bold step of making your own label.

Richa Yadav

This program started by ICDFP on a very strong ground by taking best faculty and teaching students all aspects to take out own natural skills to make own signature and define themselves in a class where they stand with their creativity and skills. Design research and Illustration making as more and stronger to defined own creativity and skills. We are happy to be a part of first batch and looking forward to use all the knowledge gained here in our future business too.

Sukhvinder Kaur

The Post Graduate diploma in Fashion Entrepreneurship is a 1 year course and it’s the first of its own kind of a program started to help and teach people who want to start up something of their own, like their own label. The faculties are good and learned and help us understand the basics of the fashion designing. The course covers basic designing skills, Illustration and Entrepreneurial skills. The course content covers all aspects required to start up one’s own label.

Smriti Gaur

This is the first fashion related course which is combined with the business aspect. This course provides the students a good blend of fashion and business. Not only that course structure is designed by the faculty members of highly reputed colleges, i.e. NIFT, NID, IIT Delhi, etc.

Also, this course is giving an opportunity to the student to study at Italy, which is one of the fashion centers of the world, in which the student will get to learn the Industry experience out there.

In short, this course is offered by the Institute which is best in the education Industry, to offer a blend of Fashion and business to the students.

Vaneet Bhatia

This course is very beneficial to me because it will help me to start my own business. With the help of this course I can run my own business successfully as here I have been learning everything about entrepreneurship.

Namrata Mathur

The Post Graduate Diploma in Fashion Design Entrepreneurship program offers the best of both worlds - the ability to transform design ideas into garments and accessories as well as knowledge of the business side of the fashion industry.

The faculty at ICF nurtures creativity and teaches hands-on skills using traditional tools as well as industrial equipment similar to that found in the fashion design field. The combination of professional marketing skills and technical knowledge is helping us prepare for a successful entry into the industry as Fashion Business.

Taran Sharma

I find ICF to be a very positive, nurturing learning environment. The faculty are supportive and passionate about helping to find the right direction to each n every individual student for their own label. My favorite part of studying at ICF was the one month module at IIFT on business marketing as it was so inspirational to be given insight into their experiences in the top roles of the industry. I am proud to have met so many great friends and faculties as a part of ICF’s fashion family and would recommend it to anyone looking for a great flexible College where people always remember your name.

ICF is the “gateway to success”. It is the first step towards achieving your dreams that is being an entrepreneur, its about launching your own label.

The institute helps me to explore my hidden talents. It is the place where our dreams can come true! I am grateful to all the faculty of ICF.

I would end my comments with a thought for about experience:

if you smile at life, life will always smile at you.

Rashmi Shankar

At a time when aggressive advertisements are portraying an exaggerated picture of fashion industry, I found this institution, I didn’t know what to expect when I enrolled for PGDFM in this college, but I have been pleasantly surprised and my expectations have been more than fulfilled with respect to this program’s modules, charging reasonable fees and truly focused on quality of education, course content and their commitment to offer an industry exposure to the students via internships. The internship, which is a part of the course, works out is the best as you get to apply knowledge into form a good platform for the future. With the quality of education International College of Fashion offers and their well known, experienced teaching faculty, I personally feel International College of Fashion is the right place to gain & enhance your knowledge about fashion industry.

Shyam Choudhury

International College of Fashion is one of the best fashion colleges I have come across with. The exposure we are getting in this college is amazing, I really like few of the visiting faculty here.

The program it is providing us with, is really good. The IIFT module, the NIESBUD, MSME all are highly knowledgeable and helpful for a person who wants to be an entrepreneur.

Experience at IIFT, DELHI was the best time. It was the most exciting module and we gained a lot of knowledge about marketing, branding and many other things.

Overall ICF is a great college to be in for gaining the entrepreneurial knowledge and how to start your own label, what all difficulties one can face and how to overcome such situations.

Although it’s a new college but I am sure its going to do wonders in coming years.

Rashmi Bhais