

**B.A (Prog.) with Apparel Design and Construction (ADC)**

*Category-V*

**DISCIPLINE SPECIFIC ELECTIVE COURSE  
DSE-4-ADC: ENTREPRENEURSHIP IN FASHION**

**Credit Distribution, Eligibility and Pre-requisites of the Course**

| Course Title & Code         | Credits | Credit distribution of the course |          |                     | Eligibility Criteria | Prerequisite of the course |
|-----------------------------|---------|-----------------------------------|----------|---------------------|----------------------|----------------------------|
|                             |         | Lecture                           | Tutorial | Practical/ Practice |                      |                            |
| Entrepreneurship in Fashion | 4       | 3                                 | 1        | 0                   | Class XII Pass       | NIL                        |

**Learning Objectives:**

To provide an understanding of entrepreneurship and setting up a fashion business

**Learning Outcomes:**

After completing this course, the learner will be able to:

- Describe the essential Qualities of an Entrepreneur
- Follow the steps required for setting up a business
- Identify the sources of funding
- List the Entrepreneurship promotion schemes and institutional support
- Identify business opportunities in the fashion sector.
- Describe the challenges specific to the clothing businesses.

**SYLLABUS OF DSE-4-ADC**

**THEORY  
(Credits 3; Hours 45)**

**UNIT I: Introduction to Entrepreneurship**

**10 Hours**

This unit provides an overview of the concept of entrepreneurship.

- Entrepreneurship: Concept, Functions and Importance
- Essential Qualities of an Entrepreneur; Types of Entrepreneur
- Types of entrepreneurship
- Role of creative and innovative problem-solving in entrepreneurship

**UNIT II: Setting up a new Enterprise**

**20 Hours**

This unit provides basic understanding of the steps to be followed in the setting up a business.

- Idea Generation: Tools and techniques for idea generation
- Setting up an enterprise: Basic steps, Feasibility study, Components and Preparation of business plan
- Resource Requirements: Financial, Human, Technical, Marketing, Legal and other Resources

- Funding sources – Traditional and modern
- Marketing Channels

### **UNIT III: Promotional Schemes and Resources**

**15 Hours**

This unit provides an overview of the Entrepreneurship promotion schemes and resources. It also provides an understanding of the opportunities and challenges of fashion businesses.

- Entrepreneurship promotion schemes and resources of Government and Financial Institutions
- Role of incubation centres in enterprise creation and development
- Important terms and concepts: Intellectual Property (IP) rights, Trademark, Copyright, Patent, Design, Trade secret, Investment, Turnover
- Business opportunities in the Fashion sector – Boutique Owner, Apparel store, Fashion label, Contract Manufacturer, Fashion event management, Garment exporter, Online retail
- Challenges in Clothing business – High inventory holding and costs, Heavy rate of returns, Fast fashion, Sustainability issues, High customer acquisition cost, varied customer segments

### **TUTORIALS (Credits 1; Hours 15)**

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

### **ESSENTIAL READINGS:**

- Aarathi Gunnupuri, (2016), *Start Up Your Fashion Label*, Collins
- Charantimath Poornima M., (2018), *Entrepreneurship Development and Small Business Enterprises*. Pearson Education India
- Gupta O. P., Gupta Vijay, Gupta Santosh, (2021), *Fundamentals Of Entrepreneurship*, SBPD Publishing House
- Sharma Sangeeta, (2017), *Entrepreneurship Development* New Delhi: PHI Learning Private Limited
- Harvard Business Review, (2018), *Harvard Business Review Entrepreneur's Handbook*, Harvard Business Review Press

### **SUGGESTED READING:**

- Andrea Siracuse, (2020), *Voguepreneurs: Women Entrepreneurs Who Have Built Million Dollar Brands Through Digital Platforms*, New Degree Press
- Nath Dhruv, Mitra Sushanto, (2020), *Funding Your Startup and Other Nightmare*, Penguin Portfolio
- Cameron Brewer, (2021), *How to Start a Clothing Company - Deluxe Edition Learn Branding, Business, Outsourcing, Graphic Design, Fabric, Fashion Line Apparel, Shopify, Fashion, Social Media, and Instagram*, Ramtander Ltd

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**