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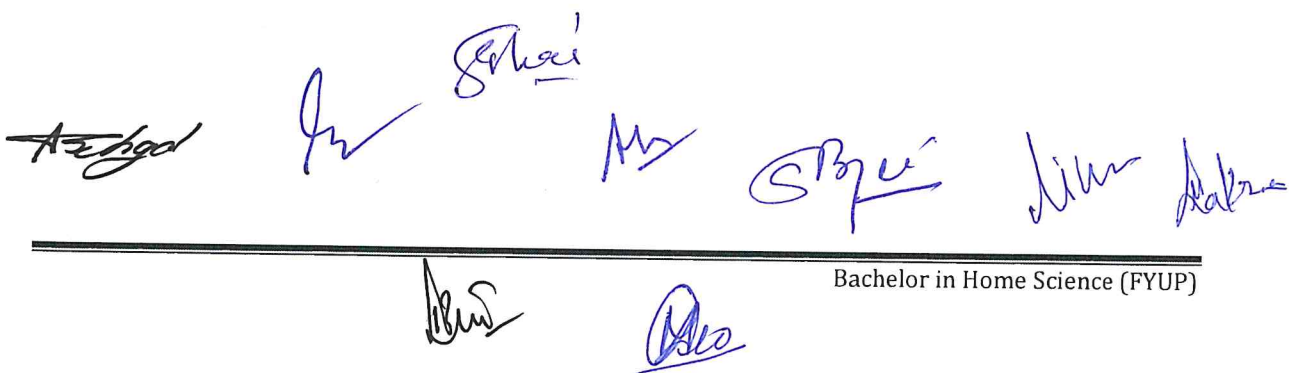
FOUR YEAR UNDERGRADUATE PROGRAM 2024 -28
FACULTY OF HOME SCIENCE
COURSE CURRICULUM

PART A: Introduction			
Program: Bachelor in Home Science (Diploma)		Semester: II/IV	Session: 2024-2025
1	Course Code	HSSEC - 02	
2	Course Title	Art of Enterprising	
3	Course Type	SEC	
4	Pre-requisite (if any)	<i>As per Program</i>	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none">• Comprehension on the differences between merchandise display and window display• Internalize art of selling and gain stimulus to start enterprises in Commercial art and display• Learn interior / exterior display techniques and• Practical exposure to non-store merchandising methods.	
6	Credit Value	2 C (1C +1C)	(1 Credit = 15 Hours - learning & Observation and 30 Hrs for Practices/ Field work)
7	Total Marks : 50	Max. Marks: 50	Min Passing Marks : 20

A. Sehgal *S. Chak* *M. Singh* *R. Datta*

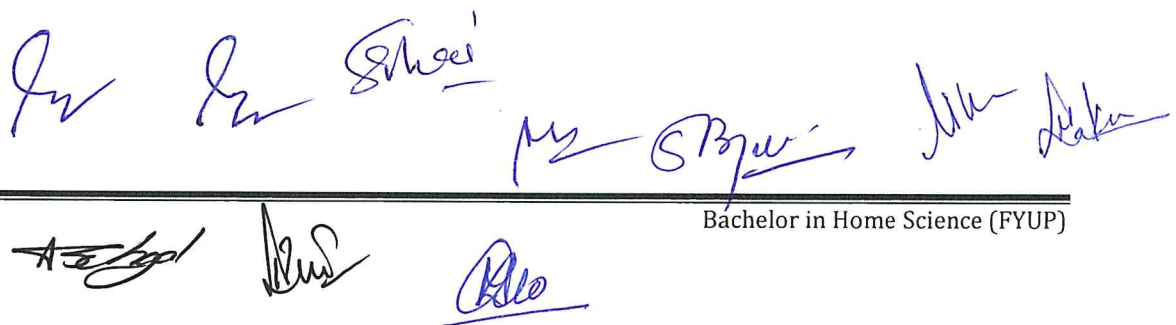
M. Singh *R. Datta*

PART B: Content of the Course		
Total No. of Teaching – learning Periods : 15 and Training 30 Periods		
Module / Unit	Topics (Course Contents)	No. of Period
Theory Content	<ul style="list-style-type: none"> • Art of selling methods- displays, products and marketing • Types of store Layouts- Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store layout-- general arrangement, principles and factors • Design of display units – visits to furniture designers • Design of boutiques and showrooms – field visits • Reports and feedback on visits • Drafting plans for different store layouts • Initiation to store exterior concepts - store signs, facade; banners planters and awnings, elements of display • Introduction to store interiors - windows, highpoints, focal points, nesting tables, staircase landings, step raisers, lift area, pennants/danglers, cash counters, space on hire like pillars and entrances • Exposure to Product display - Exhibition spaces – display for exhibition; Lighting design for commercial spaces task/display/atmospheric/focal lighting • Model making workshops –making store interior and exterior display materials • Display techniques - windows, highpoints, focal points, nesting tables, staircase landings, step raisers, lift area, pennants/danglers, cash counters • Awareness on spaces on hire like pillars and entrances • Purpose and importance of display, Rules of display planning • Area arrangement on display of art objects, exhibitions and window display of consumer goods • Model making on display tools 	15



Field Training	<p><i>Window Display</i></p> <ul style="list-style-type: none"> • Display techniques - windows, highpoints, focal points, nesting tables, staircase landings, step raisers, lift area, pennants/danglers, cash counters • Awareness on spaces on hire like pillars and entrances • Purpose and importance of display, Rules of display planning • Area arrangement on display of art objects, exhibitions and window display of consumer goods <p>Model making on display tools</p> <p><i>Merchandise display</i></p> <ul style="list-style-type: none"> • Comprehension on types of merchandise • Merchandise display - exterior and interior, Merchandise presentation strategies, • Exposure to Seasonal displays and other techniques of merchandise placement in commercial enterprises • Useful display fixtures - Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Plan, Programming - Introduction and hands-on experience in creating display fixtures. 	30
Keywords	Selling, window display, Merchandise , Model display. .	

PART C:
Learning Resources : Text Books. Reference Books, Other Resources
<p><i>Text books Recommended –</i></p> <ul style="list-style-type: none"> • Ebster, C., and Garus, M. (2011). Store Design and Visual Merchandising: Creating Store Space That Encourages Buying. New Delhi :Business Expert Press • Fernie, J., Fernie, S., Moore, C., and Fernie, A. (2003). <i>Principles of Retailing</i>. London: • Gormann, G. M. (1996). <i>Visual Merchandising and Store Design Workbook</i>. New York: St Books; Workbook edition • Jodidio, P. (2010). Shopping Architecture Now! Taschen, • Kazmi, S. H. H., and Batra, S. K. (2008). <i>Advertising and Sales Promotion</i>. New Delhi: Excel Books
<p>Online Resources :-</p> <ul style="list-style-type: none"> • https://muse.jhu.edu/article/811858 • https://digitalcommons.memphis.edu/cgi/viewcontent.cgi?article=1021&context=jae • https://digitalcommons.butler.edu/cgi/viewcontent.cgi?article=1132&context=ccom_papers • https://oxfordre.com/business/display/10.1093/acrefore/9780190224851.001.0001/acrefore-9780190224851-e-100 • https://www.worldscientific.com/worldscibooks/10.1142/12319



PART D : Assessment and Evaluation		
Suggested Continuous Evaluation Methods:-		
Maximum Marks:		50 Marks
Continuous Comprehensive Evaluation(CCE):		15 Marks
Semester End Exam (SEE):		35 Marks
Internal Assessment:	Internal Test - 10 & 10 Marks	Better Marks put of two tests /Quiz + Obtained marks in assignment shall be considered against 15 marks
Continuous Internal Assessment (CIA)	Assignment/Seminar + Attendance - 05	
	Total Marks - 15	
Semester End Exam (SEE):	Laboratory / Field Skill performance : On spot Assessment	
	A. Performed the task based on learned skill-20 marks	
	B. Spotting based on tools-10 marks	
	C. Viva voce (Based on principle/ Technology) -05 marks	

Signature of Convener and Members (CBoS):

A. Sehgal (Convener), Dr. B. Sethi, and other members' signatures.