



SCHOOL OF  
PERFORMING ARTS

*Style Your Career*

FTV SCHOOL OF  
**FASHION**  
MANAGEMENT

 fashiontv



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**From the very start, FTV has become synonymous with the best in the world of fashion, beauty, trends, and lifestyle.**

- **Fashion TV is a 24/7 international broadcasting channel dedicated to showcasing the fashion and lifestyle of the world.**
- **Founded by Michel Adam Lisowski in 1997, in France, FTV offers the best of the fashion world and aims to connect the worldwide fashion and entertainment industry.**
- **FTV has a viewership of over 2 billion+ across 193+ countries all around the world.**
- **It broadcasts the latest news and information about the fashion, luxury, and lifestyle world over to 500 million+ households and more than 10 million+ public places across five continents.**
- **FashionTV is the fourth most distributed channel in the world with 250+ cable satellites, holding a presence in 500 million+ households, 7 million+ in public places, and 10 million+ public TV sets in public places.**





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**FashionTV broadcasts exclusive premium content on the 12 Thematic Channels Worldwide.**

- **FTV is the largest media through which the major fashion shows, designer events, latest trends, and highlights of fashion industry professionals are becoming known to fashion enthusiasts over the globe.**
- **FTV has the vision of making the fashion, beauty, and lifestyle industry truly global.**
- **With FTV Pageants and FTV School of Performing Arts, FTV is going forward with its vision.**
- **It is the center of knowledge and accessibility.**
- **It is the international platform for growth, exposure, and reach for fashion enthusiasts.**
- **On [fashiontv.com](http://fashiontv.com), our official website, we receive 5 million+ page views.**





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## Michel Adam Lisowski

- Michel Adam is the founder and sole owner of FTV.
- He envisioned the showcase of international fashion trends and brands under one platform, and FTV is fulfilling that vision every day throughout the globe.
- He is known as the 'Fashion Maestro' for his remarkable contribution in fashion, luxury, and lifestyle industry across the world.
- He is the founder of multiple FashionTV destinations that are spread across the world's leading cities like Tel Aviv, Cairo, Bangkok, Abu Dhabi, Kuwait, Shanghai, Prague, and Vienna.
- It hosts many fashion shows, after-parties, and other fashion events. Michel Adam's entrepreneurial mind makes him think ahead of time and he is always taking fashion to new heights. Keenly aware of the potential and reach of FTV in India, the brand is introducing various luxurious FTV businesses in the world's second most populated country.





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**An important part of FTV is the FTV School of Performing Arts. It is one of the best places for people aspiring to be a part of fashion and beauty industry. Carrying forward the vision of Michel Adam and FTV, FTV School of Performing Arts aims to train and nurture talent who will be renowned names of future in fashion, beauty, lifestyle and entertainment industry. The training and certificates which students will receive are going to be highly effective in their careers and making their dreams come true. The students will receive training which is going to be of international standards, along with hands on experience from the best in the fashion industry. The combination of best training with a futuristic strategy and practical experience is going to open doors for a worldwide reach. With all these aspects along with the exposure of FTV Franchise, FTV School of Performing Arts aims to provide enormous support in launching careers for fashion and entertainment Industry worldwide.**



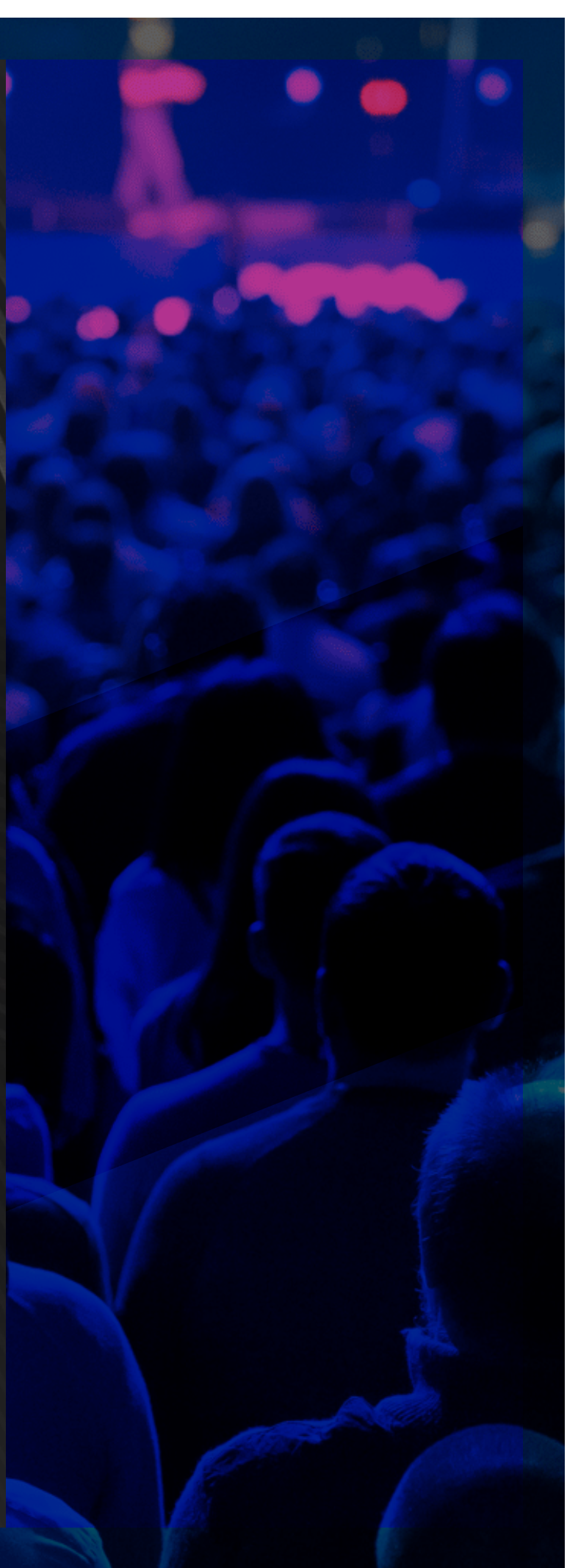


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PERFORMING ARTS

## Targeted Audience

Students wanting to pursue their career in fashion, lifestyle, and entertainment industry

- Youth having a special interest in fashion, beauty, and entertainment sector.
- Professionals willing to change their career track.
- Continuing education (up-skilling) for professionals of fashion, beauty, and lifestyle industry.





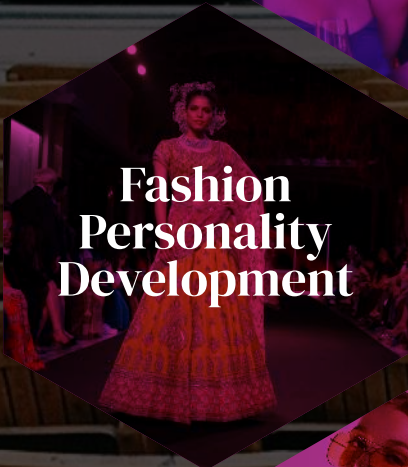
SCHOOL OF  
PERFORMING ARTS  
*Style Your Career*



**School of  
Cinema**



**School of  
Photography**



**Fashion  
Personality  
Development**



**School of  
Event  
Management**



**School of  
Fashion  
Management**



**School of  
Advertisement  
and PR**

**FTV School of Performing Arts has a range of courses to choose from. The courses offered are – Cinema, Photography, Event Management, Fashion Management, Advertisement and PR, and Fashion Personality Development.**





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### **FTV School of Fashion Management :**

Give your career the much-needed start it needs with FTV School of Fashion Management. Students will receive rigorous training from industry professionals, and will polish their skills with us. The exposure of FTV will present you with numerous opportunities in the global fashion and beauty industry.

### **The courses that FTV School of Fashion Management offers -**

- 1. Under-Graduate :** After your 10+2 or Diploma, you can join the FTV School of Fashion Management to get a degree in Fashion Management. Internationally acclaimed training and degree are waiting for you.
  - 2. Post-Graduate :** After your graduation, you can join the FTV School of Fashion Management to get a Master's degree in Fashion Management . Internationally acclaimed training and degree will be provided to the students.
  - 3. P. G. Diploma Course :** After your graduation, you can join the FTV School of Fashion Management to get a P.G. Diploma in Fashion Management. Internationally acclaimed training and diploma will be provided to the students.
- **Advanced Diploma Courses :** You will get International Advanced Diploma in Fashion Management after your 10 + 2, Diploma, or even after your graduation.
  - **Diploma Courses :** Students will get International Diploma in Fashion Management.
  - **Advanced Certificate Courses :** You will get an Advanced Certificate in Fashion Management.
  - **Certificate Courses :** Students will get a certificate in Fashion Management.
  - **Crash Courses :** You will get crash courses in Fashion Management.
  - **Workshops :** Workshops will be held for Fashion Management.



### **Job Opportunities :**

Getting yourself trained from FTV School of Fashion Management and acquiring degrees, diplomas or certificates will help you land several jobs in the industry. The job opportunities include- Fashion Designer, Luxury Retail Store, Fashion Consultant, Celebrity Stylist, and Fashion Trends Lecturer.



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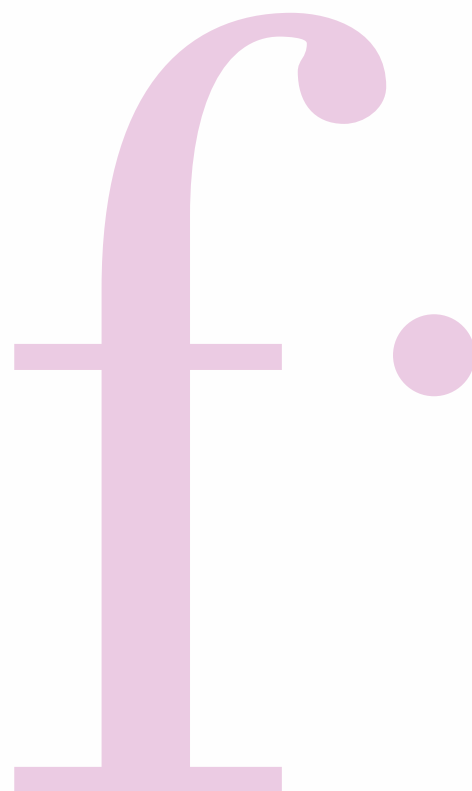
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FTV SCHOOL OF  
**FASHION**  
MANAGEMENT

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**REGULAR COURSE**



## PG DIPLOMA IN FASHION MANAGEMENT (11 Months)

Duration	Subject	Topic
5 Months (1st Semester)	1. History of Fashion	Fashion and Music Trends in 1980's
		Cycles of Fashion
		Fashion in Different Countries; Egypt, Russia, Byzantine and India
		Jewellery and Sculpture of Mughal's
		History of Fashion Accessories
	2. Fashion Development	Origin of Fashion
		Effects of Industrial Revolution on Fashion;
		Mass Production of Clothing
		Introduction of Retailing
		Changes caused by Communication Leisure and Industry
		Effects of World War I; Effects of Depression on Fashion
		Effects of World War II; Reactionary Post War Fashion
		Fashion at 1960's
		Anti-Fashion at 1960's
		Fashion 1980's
	Fashion 1990's	
	3. Fashion Evaluation and Adoption	Fashion Cycle
		Length of Fashion Cycle;
		Adoption- Traditional Fashion Adaption (Trickle Down Theory)
		Reverse Adaption (Trickle Up or Bottom Up Theories)
		Mass Dissemination (Trickle Across Theory)
		James Lever and Law on the Timeline of Style
	4. Study of International Fashion Centres	France
		Italy
		England
		Germany
		Canada
5. Makeover	United States	
	Basic of Skin	
	Basic of Makeup	
	Basic of Hair Styling	

Duration	Subject	Topic
	6. Yoga, Meditation & Fitness	Fitness & Motivation
		Meal Planning
		Yoga
		Diet Planning
		Healthy Living
		Meditation
	7. International Business Communication	German/French
	8. Concept of Fashion Forecasting (Theory)	Awareness of Fashion Fairs and Fashion Centers
		Knowledge of Creative Writing
		Reading of Fashion Forecasting Magazines
		Sources of Information
		Role of Exhibitions and Fashion Shows
	9. Fashion Forecasting Process	Market Research- Consumer Research, Shopping, Sales Records
		Evaluating the collections - Similar Ideas Indicates Fashion Trends, Trends for Target Market
		Fashion services- Collection reports, Trend books, Consulting, Color Services, Television/Video Services, News Letter Services, Website, Directories and Reference Books, Fashion Magazines and Newspapers, Catalogs.
		Design Sources- Historic inspiration, Folk Influence, Vintage Clothing Shop, Museums, Libraries and Bookstores, Arts, Fabrics/Textiles, Travel, Form Follows Function, The Street Scene, The Turn of the Century, Innovations and Technologies.
	10. Fashion for Global Market	Social
		Cultural
		Economic
		Demography Factors Relating to Branded and Licensed Products
		Analyzing Potential or Global Market
Identify Target Consumers and Competitions		

Duration	Subject	Topic
		Market Research and Testing
		Customization
	11. Fashion Marketing Concepts	The Concept of Marketing, Utility, Marketing Functions and related Activities
		The Concept of Marketing Segmentation and Niche Marketing
		The Marketing Mix
		The Channel of Distribution used in Fashion Industry
		Marketing and Merchandising
	12. Economics in the Fashion Industry	The Concept of Economics Goods/Services
		The Concept of Economic Resources
		The Concept of Supply and Demand
		Cost and Retail
		Gross Profit and Net Profit
	13. Fashion Promotional Mix	Types of Media used in Fashion Retail Advertising
		The importance of Special Promotional Events
	14. Consumer demand and Fashion Marketing	Consumer groups- Demographic Trends and Psychographic Trends
		Consumer spending - Personal Income, Disposable Income, Discretionary Income, Purchasing Power
		Factor influencing Consumer Behaviour
	15. Pricing Strategies and Decisions	Concepts and Importance of Pricing
		Factors effecting Pricing Decision
		Method of Pricing
	16. Introduction of Fashion and Retailing Strategies	Fashion Retailing- Defination, Concept, Importance, Functions- Indian Retails vs Global Scenario
		Retail Location- Factors affecting Location Decision, Site Selection
		Retail Direction- Value directed Retailing, Service Oriented Retailing, Unique Merchandising, Shopping as Entertainment, Street Retailing, Global Expansion of Retailing

Duration	Subject	Topic
		<b>Types of Retail Operations :</b> 1. Speciality Store- Single Brand or Private Label Retailers, Secondary Spin Offs 2. Departments Store 3. Mass Merchants- Discounter, Off Price Retailers, Outlet Stores, Warehouse Clubs 4. Promotional Stores 5. Non Store Retailing- Mail Order Merchants, Party plan retailing, Electronic Retailing, Television Shopping, Online Shopping
	17. Fashion Retail Function & Organizations	Retailing Function- Merchandising, Store Operations, Marketing, Sales, Promotion, Finance, Real Estate, Store Planning, Human Resources <b>Organizations -</b> 1. Shopping Centers- Traditional Malls, Diversified Malls, Value Centers, Outlet Malls, Transportation Centers, Recreational Malls, Tower Center Malls 2. The Small Stores 3. The Large Stores 4. Store with in a Store- In store Designer Boutiques, Leased Department 5. Multiple Unit Stores- Chain Store, Department Store Groups, Corporate Ownership Retail Buying- Buyer's role, Duties & Responsibilities of a Retailer
	18. Communication and Soft Skill Development	Behavioural Traits Business Etiquette Social Grace Team Spirit Interpersonal Skills
	19. Fashion Styling	Fashion Imagery Ad Campaigns Art Direction Commercial

Duration	Subject	Topic
5 Months (2nd Semester)	20. Business Principles	E-commerce
		What is Business Principles in Fashion.
		Elements of Business Principles
		Principles of Sustainable Fashion EOD and POD
	21. Fashion Entrepreneurship	Fundamentals of Fashion Management
		Basics and Introduction
		Concepts and Nature of Fashion Entrepreneurship in India
		Financing/ Business Plans
		Store Planning & Operation
		Marketing Communication
		Legal Issues & Regulations
	22. Organizational Behaviour	What is Organizational Behavior?
		Key Elements of Organizational Behavior
		Groups in Organization
		Leadership
		Organizational Culture
	23. Managerial Economics	Introduction (Historical Background)
		Fashion Industry and an External Economy
		Elasticity Concepts and Applications VS Inelasticity Concepts and Applications
		Market Structure, Pricing & Pricing Strategy
	24. Fashion retail /Finance and Management Control	Introduction To Fashion Accounting
		Human Resource Management
		Operations Research
		Retail Management and it's Scope
		Retail Logistics
Risk Management		
25. Apparel Manufacturing Production, Planning and Control	Functions of PPC in Clothing Industry	
	Apparel Retailing	
	Apparel Quality Management Apparel	
	Production Technology	
	Apparel Merchandising	
	Fabric Studies	
	Apparel Production Management	

Duration	Subject	Topic
	26. Fashion Supply Chain Management	Supply Chain Management Fundamentals
		The Relationship Between Fashion and The Supply Chain
		Logistics Management
		Global Business Management
		Strategic Sourcing Solutions
	27. Pricing and Costing Principles	Direct Costing
		Absorption Costing and Pricing
		Activity Based Costing
		Backwards Pricing Methods
		Keystore Markup Method
		Fashion Pricing Strategy Mistakes
	28. Luxury and Brand management	Understanding Luxury
		Power of Luxury Bands and Brand Analytical Tools
		The Luxury Client and Customer Behavior
		Distribution and Luxury Strategy
	29. Social Media Marketing	Social Media Analytics
		SEO and SEM
		Affiliate Marketing, Mobile and Email Marketing
		Social Apps in Present Era.
	30. PR and Advertising	Introduction to PR and Advertising.
		Press Release Management
		Digital PR
		Brand Awareness and Crisis Audits.
		Content Building
	31. Introduction of Human Resources Management	Introduction
Importance		
Business Management		
Marketing Handling		
How to Present your Business		
Strategies to Make		
Planning		
Plotting		



Duration	Subject	Topic
		Organising
		Staffing
		Controlling
	32. Business Model Innovation	Core Capabilities
		Partner Networking
		Business Functions
		Customer Relationship
		Distribution Channels
		Customer Segments
		Cash Flow Analysis
		Professional Skills
		Development
		33. Integrated Marketing Communication
	Planning and Development of Creative	
	Marketing Communication	
	Strategic Planning for IMC	
	Influencer, Experiential Marketing	
	Content Marketing	
	Marketing to Munnials	
	Sales Promotion Skills	
	34. Fashion Textile	
		Fashion and Textile Practice
		Understanding Design Process and it's Management
		History of Textile
		Design Technology and Innovation
		Research Methodologies
		Contemporary Challenges and Opportunities for Designers of Fashion and Textile
1 Month	Learning Assignment	Visit Fashion Mall and Analyze Current Fashion Styles and find Social, Economical, Technological influence on it. Also refer the Fashion Magazines and newspapers for Trend Review. Make report with Views and Reasons.

## ADVANCED DIPLOMA IN FASHION BUSINESS MANAGEMENT (11 Months)

Duration	Subject	Topic
5 Months (1st Semester)	1. History of Fashion	Fashion and Music trends in 1980's
		Cycles of Fashion
		Fashion in different countries; Egypt, Russia, Byzantine, and India
		Jeweler and Sculpture of Mughal's
		History of Fashion Accessories
	2. Fashion Development	Origin of Fashion
		Effects of Industrial Revolution on Fashion
		Mass Production of Clothing
		Introduction of Retailing
		Changes Caused by Communication Leisure and Industry
		Effects of World War I; Effects of Depression on Fashion
		Effects of World War II; Reactionary Post War Fashion
		Fashion at 1960's
		Anti-Fashion at 1960's
		Fashion 1980's
	Fashion 1990's	
	3. Fashion Evaluation and Adoption	Fashion Cycle
		Length of Fashion Cycle
		Adoption- Traditional Fashion Adaption (Trickle down Theory)
		Reverse Adaption (Trickle up or Bottom Up Theories)
		Mass Dissemination (Trickle Across Theory)
		James Lever and Law on the Timeline of Style
	4. Study of International Fashion Centres	France
Italy		
England		
Germany		
Canada		
United States		
5. Makeover	Basic of Skin	
	Basic of Makeup	
	Basic of Hair Styling	

Duration	Subject	Topic
	6. Yoga, Fitness and Meditation	Fitness & Motivation
		Meal Planning
		Yoga
		Diet Planning
		Healthy Living
		Meditation
	7. Fashion for Global Market	Social
		Cultural
		Economic
		Demography Factors Relating to Branded and Licensed Products
		Analyzing Potential or Global Market
		Identify Target Consumers and Competitions
		Market Research and Testing
		Customization
	8. Fashion Marketing Concepts	The Concept of Marketing, Utility, Marketing functions and related activities
		The Concept of Marketing Segmentation and Niche Marketing
		The Marketing Mix
		The Channel of Distribution used in Fashion Industry
		Marketing and Merchandising
	9. Economics in the Fashion Industry	The Concept of Economics Goods/Services
		The Concept of Economic resources
		The Concept of Supply and Demand
		Cost and Retail
		Gross Profit and Net Profit
10. Fashion Promotional Mix	Types of Media used in Fashion Retail Advertising	
	The Importance of special Promotional Events	
11. Fashion Brand Management	Types and Relevance of Branding	
	Fashion & Brand Positioning	
	Launching Strategies	
	Distribution, Marketing Campaigns for Brand Introduction	

Duration	Subject	Topic	
	12. Introduction of Fashion and Retailing Strategies	Fashion Retailing - Definition, Concept, Importance, Functions- Indian Retails vs Global Scenario	
		Retail Location - Factors Affecting Location Decision, Site Selection	
		Retail Direction- Value Directed Retailing, Service Oriented Retailing, Unique Merchandising, Shopping as Entertainment, Street Retailing, Global Expansion of Retailing	
		<b>Types of retail operations-</b>	
		1. Speciality Store - Single Brand or Private Label Retailers, Secondary Spin Offs	
		2. Departments Store	
		3. Mass Merchants - Discounter, Off Price Retailers, Outlet Stores, Warehouse Clubs	
		4. Promotional Stores	
		5. Non Store Retailing- Mail Order Merchants, Party Plan Retailing, Electronic Retailing, Television Shopping, Online Shopping	
		13. Communication and Soft skill Development	Behavioural Traits
			Business Etiquette
			Social Grace
Team Spirit			
Interpersonal Skill			
14. Fashion Styling	Fashion Imagery		
	Ad Campaigns		
	Art Direction		
	Commercial		
	E-commerce		
15. Business Principles	What is Business Principles in Fashion?		
	Elements of Business Principles		
	Principles of Sustainable Fashion EOD and POD		
	Fundamentals of Fashion Management		
16. Organizational Behaviour	What is Organizational Behavior?		
	Key Elements of Organizational Behavior		

Duration	Subject	Topic
		Groups in Organization
		Leadership
		Organizational Culture
	17. Marketing Management	Marketing Foundations
		Strategic Marketing
		Media and Advertising
		Digital Fashion Marketing Management
	18. Computer Application in Fashion Industry	Role of CAD in Fashion Industry
		Types of CAD System Used
		Importance of CAD
		Design Evolution Assignment Using CAD
	5 Months (2nd Semester)	19. Fashion Retail / Fashion Finance and Management Control
Human Resource Management		
Operations Research		
Retail Management & it's Scope		
Retail Logistics		
Risk Management		
20. Apparel Manufacturing Production, Planning and Control		Functions of PPC in Clothing Industry
		Apparel Retailing
		Apparel Quality Management Apparel Production
		Technology
		Apparel Merchandising
		Fabric Studies
		Apparel Production Management
21. Fashion Supply Chain Management		Supply Chain Management Fundamentals
		The Relationship Between Fashion and The Supply Chain
		Logistics Management
		Global Business Management
		Strategic Sourcing Solutions
22. International Business Communication		German/French
23. Personality Development		Confidence Communication and Motivation
		Leadership Skills
	Strength and Weakness	

Duration	Subject	Topic
	24. Luxury and Brand management	Understanding Luxury
		Power of Luxury Bands and Brand Analytical Tools
		The Luxury Client and Customer Behavior
		Distribution and Luxury Strategy
	25. Social Media Marketing	Social Media Analytics
		SEO and SEM
		Affiliate Marketing, Mobile and Email Marketing
		Social Apps in Present Era.
	26. PR and Advertising	Introduction to PR and Advertising.
		Press Release Management
		Digital PR
		Brand Awareness and Crisis Audits.
		Content Building
	27. Strategic Management	The Importance and it's Role In Strategic Management
		Steps to Make Strategic Research
		Exploratory Descriptive and Causal Research
		Primary Data in M.R.
		Secondary Data N Scales of Measurement
	28. Creative Fashion Management	Creative Thinking
		Principles of Management
		Fashion Function and Aesthetic
		Marketing and Merchandise
		Consumer Trends for Fashion Retail
		Fashion Buying and Marketing
		Logistics and Supply Chain
		Management and The Apparel Pipeline
		Professional Skills Development
	29. Business Model Innovation	Core Capabilities
		Partner Networking
Business Functions		
Customer Relationship		
Distribution Channels		
Customer Segments		

Duration	Subject	Topic
		Cash Flow Analysis
		Professional Skills
		Development
	30. Fashion and Luxury Consumer Behaviour	Introduction to Fashion and Luxury
		Symbolism of Luxury Fashion
		Fashion and Luxury Market
		Consumer Behaviour
		Consumer Purchasing Process
		Social Influences
		Marketing Influences
	31. Brand Identify	Aspects of Brand and Introduction
		Brand Personality and Value
		Building a Brand House
		Strong Strategic Thinking Analysis
		Process of Branding
Brand Expression and Experience		
1 Month	Learning Assignment	Visit Fashion Mall and Analyze Current Fashion Styles and find Social, Economical, Technological influence on it. Also refer the Fashion Magazines and Newspapers for Trend Review. Make Report with Views and Reasons.



## DIPLOMA IN LUXURY PRODUCT AND BRAND MANAGEMENT (11 Months)

Duration	Subject	Topics
5 Months (Semester I)	Luxury and Brand Management I	<ul style="list-style-type: none"> <li>• Understanding Luxury.</li> <li>• Power of Luxury Bands and Brand Analytical Tools.</li> <li>• The Luxury Client and Customer Behavior.</li> <li>• Distribution and Luxury Strategy.</li> <li>• Retailing and Communication</li> <li>• Dissertation Project</li> <li>• Insight into Sectors of Luxury</li> <li>• Emerging, Growing &amp; Mature Luxury Markets</li> <li>• Business Model Innovation &amp; Strategies</li> <li>• Corporate Communication Strategies</li> <li>• Luxury Boutique Management</li> </ul>
	Social Media Marketing	<ul style="list-style-type: none"> <li>• Social Media Analytics</li> <li>• SEO &amp; SEM</li> <li>• Affiliate Marketing, Mobile and Email Marketing</li> <li>• Social Apps in Present Era.</li> <li>• Web Design and Development</li> </ul>
	Salon Management I	<ul style="list-style-type: none"> <li>• Management Skills-</li> <li>• Staff Management, Client Consultation and Records.</li> <li>• Crisis Management</li> <li>• Store Management.</li> </ul>
	Personality Development and Grooming	<ul style="list-style-type: none"> <li>• Camera - Sense Class (with Lights).</li> <li>• Voice Modulation.</li> <li>• Speech Therapy.</li> <li>• Body Language.</li> <li>• Meditation and Workout.</li> <li>• Personality and Professional Development</li> <li>• Media Management</li> <li>• Anchoring / Vjing</li> <li>• Communication</li> <li>• Socialization and Dining Etiquette</li> </ul>
	Automobile Management I	<ul style="list-style-type: none"> <li>• Introduction to Automobile Industry</li> <li>• Emerging Trends in Management.</li> <li>• Economics and Statistics for Management.</li> </ul>



Duration	Subject	Topics
		<ul style="list-style-type: none"> <li>• Marketing and Ecommerce.</li> <li>• Business Communication and Law.</li> <li>• International Business Environment.</li> </ul>
	International Business Communication	German/French
	<b>Workshop / Practicals</b>	
<b>5 Months (Semester II)</b>	Luxury and Brand Management II	<ul style="list-style-type: none"> <li>• Luxury Merchandising</li> <li>• E-commerce for Luxury</li> <li>• Buying and Forecasting</li> <li>• Integrated Marketing Communication &amp; New Media</li> <li>• Entrepreneurship</li> <li>• Indian Ethos and Business Ethics</li> </ul>
	PR And Advertising	<ul style="list-style-type: none"> <li>• Introduction to PR and Advertising.</li> <li>• Press Release Management</li> <li>• Digital PR</li> <li>• Brand Awareness and Crisis Audits.</li> <li>• Content Building</li> </ul>
	Automobile Management II	<ul style="list-style-type: none"> <li>• Human Resource Management and Organisational Behaviour.</li> <li>• Retailing and Operation Management.</li> <li>• Shipping, Transport Logistics Operations.</li> <li>• Automotive Marketing and Auto Finance.</li> </ul>
	Salon Management II	<ul style="list-style-type: none"> <li>• Self Skin Care</li> <li>• Hair, Beauty and Spa Industry.</li> <li>• Art Of Makeup and Professional Makeup and Styling.</li> <li>• Body Therapies and Exercises.</li> <li>• Event Management Introduction.</li> </ul>
	Event Management	<ul style="list-style-type: none"> <li>• Conceptualizing and Designing.</li> <li>• Sales and Administration</li> <li>• Production and Execution of Multiple Event Scenarios.</li> </ul>
	Makeover	<ul style="list-style-type: none"> <li>• Basic of Skin</li> <li>• Basic of Makeup</li> <li>• Basic of Hair Styling</li> </ul>

Duration	Subject	Topics
	Yoga, Fitness & Meditation	<ul style="list-style-type: none"> <li>• Fitness &amp; Motivation</li> <li>• Meal Planning</li> <li>• Yoga</li> <li>• Diet Planning</li> <li>• Healthy Living</li> <li>• Meditation</li> </ul>
	International Business Communication	German/French
<b>1 Month</b>	<b>Internship/ Workshops</b>	Practicals and Internship Peroid



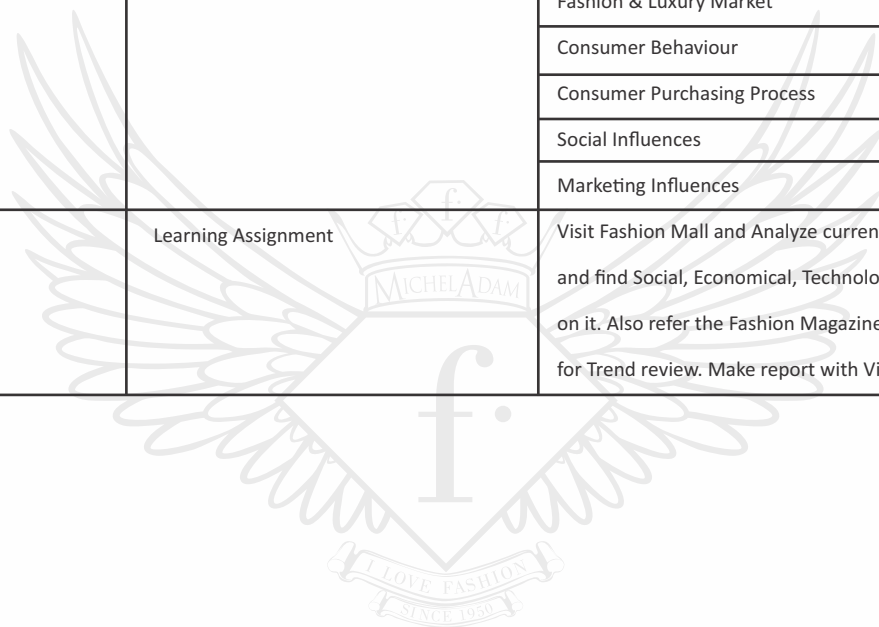
## DIPLOMA IN FASHION MANAGEMENT (6 Months)

Duration	Subject	Topic
3 Months (1st Semester)	1. History of Fashion	Fashion and Music Trends in 1980's
		Cycles of Fashion
		Fashion in Different Countries; Egypt, Russia, Byzantine, and India
		Jeweler and Sculpture of Mughal's
		History of Fashion Accessories
	2. Fashion Development	Origin of Fashion
		Effects of Industrial Revolution on Fashion
		Mass Production of Clothing
		Introduction of Retailing
		Changes Caused by Communication Leisure and Industry
		Effects of World War I; Effects of Depression on Fashion
		Effects of world war II; Reactionary Post War Fashion
		Fashion at 1960's
		Anti-Fashion at 1960's
		Fashion 1980's
		Fashion 1990's
		3. Fashion Evaluation and Adoption
	Length of Fashion Cycle	
	Adoption- Traditional Fashion Adaption (Trickle down theory)	
	Reverse Adaption (Trickle up or bottom up Theories)	
	Mass Dissemination (Trickle Across Theory)	
	James Lever and Law on the Timeline of Style	
	4. Study of International Fashion Centres	
		Italy
		England
		Germany
		Canada
United States		
5. Makeover	Basic of Skin	
	Basic of Makeup	
	Basic of Hair Styling	

Duration	Subject	Topic
	6. Yoga, Fitness & Meditation	Fitness & Motivation
		Meal Planning
		Yoga
		Diet Planning
		Healthy Living
		Meditation
	7. Fashion for Global Market	Social
		Cultural
		Economic
		Demography Factors Relating to Branded and Licensed Products
		Analyzing Potential or Global Market
		Identify Target Consumers and Competitions
		Market Research and Testing
		Customization
	8. Fashion Marketing Concepts	The concept of Marketing, Utility, Marketing Functions and Related Activities
		The concept of Marketing Segmentation and Niche Marketing
		The Marketing Mix
		The Channel of Distribution used in Fashion Industry
		Marketing and Merchandising
	9. Communication and Soft Skill Development	Behavioural Traits
		Business Etiquette
		Social Grace
		Team Spirit
		Interpersonal Skill
10. Fashion Styling	Fashion Imagery	
	Ad Campaigns	
	Art Direction	
	Commercial	
		E-commerce

Duration	Subject	Topic
	11. Fashion Retail / Fashion Finance & management Control	Introduction to Fashion Accounting
		Human Resource Management
		Operations Research
		Retail Management & it's Scope
		Retail Logistics
		Risk Management
	12. Consumer Behaviour in fashion industry	Consumer Behaviour In FI
		Consumer Psychology
		Demographic Trends & Psychographic Trends
		Consumer Spending-personal Income
		Purchasing Power
		Factors Influencing CB
		13. International Business Communication
2 Months (2nd Semester)	14. Business Communication	Communication Concepts & Process
		Behavioural Science
		Fashion Communication Skills
		Types & Channels of Communication
		Developing Business Communication Skill
		Employment Communication
	15. Fashion Marketing/ Digital Marketing	Fashion Marketing Management
		Digital Marketing in Fashion
		Critics Mindset: Reading, Writing & Research
		Global Markets
	16. Personality Development	Confidence Communication and Motivation
		Leadership Skills
		Strength and Weakness
	17. Study of International Fashion Centres	Conceptualizing and Designing.
		Sales and Administration
		Production and Execution of Multiple Event Scenarios
	18. Creative Fashion Management	Creative Thinking
		Principles of Management
Fashion Function & Aesthetic		

Duration	Subject	Topic
		Marketing & Merchandise
		Consumer Trends for Fashion Retail
		Fashion Buying and Marketing
		Logistics and Supply Chain
		Management and The Apparel Pipeline
		Professional Skills Development
	19. Fashion & Luxury Consumer behaviour	Introduction to Fashion & Luxury
		Symbolism of Luxury Fashion
		Fashion & Luxury Market
		Consumer Behaviour
		Consumer Purchasing Process
		Social Influences
		Marketing Influences
1 Month	Learning Assignment	Visit Fashion Mall and Analyze current Fashion styles and find Social, Economical, Technological influence on it. Also refer the Fashion Magazines and Newspapers for Trend review. Make report with Views and Reasons.



## ADVANCED CERTIFICATE COURSE IN FASHION BUSINESS MANAGEMENT (3 Months)

Duration	Subject	Topics
1st Month	Fundamentals of Management	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• 3 Levels of Business Principles</li> <li>• 6 Functions of Business Management</li> <li>(i) People (ii) Operations (iii) Accounting</li> <li>(iv) Strategy (v) Finance (vi) Marketing</li> </ul>
	Fashion Industry Application	<ul style="list-style-type: none"> <li>• Fashion Forecasting System</li> <li>• Product Applications in Fashion Industry</li> <li>• Supply Chain</li> </ul>
	Accounting and Decision Making	<ul style="list-style-type: none"> <li>• Introduction to Accounting /Definition</li> <li>• Account Codes</li> <li>• Balance Sheets Reconciliations</li> <li>• Banks Wires, Resetting.</li> <li>• Endorsement</li> <li>• Types of Decision Making &amp; How does Accounting help in Decision Making?</li> </ul>
2nd Month	Marketing Research and it's Fundamentals	<ul style="list-style-type: none"> <li>• Marketing – definition</li> <li>• Steps of Market Research</li> <li>• Methods of Market Research</li> <li>• Marketing Mix</li> <li>• 4 P's of Marketing</li> </ul>
	Business Communication	<ul style="list-style-type: none"> <li>• Meaning</li> <li>• Importance</li> <li>• Process</li> <li>• Types</li> <li>• Models- SMCR, Shannon Weaver</li> <li>• Language Skills Listening, Speaking, Reading &amp; Writing</li> </ul>
	Global Consumer and Trends	<ul style="list-style-type: none"> <li>• Consumer-Meaning</li> <li>• Trends- Meaning</li> <li>• Top 10 Global Consumer Trends 2021</li> <li>• Branding and Marketing</li> </ul>

Duration	Subject	Topics
	Introduction to Entrepreneurship	<ul style="list-style-type: none"> <li>• Definition</li> <li>• <b>3 Levels of Business Principle</b></li> <li>• Standard</li> <li>• Fundamental</li> <li>• Tenant</li> </ul>
		<ul style="list-style-type: none"> <li>• <b>Stages of Business</b></li> <li>• Planning</li> <li>• Organizing</li> <li>• Staffing</li> <li>• Directing</li> <li>• Organizing</li> </ul>
		<ul style="list-style-type: none"> <li>• 6 Fundamentals of Business Management</li> </ul>
3rd Month	Strategic Management	<ul style="list-style-type: none"> <li>• The Importance and it's Role in Strategic Management</li> <li>• Steps to Make Strategic Research</li> <li>• Exploratory Descriptive and Causal Research</li> <li>• Primary Data in M.R.</li> <li>• Secondary Data and Scales of Measurement</li> </ul>
	Retailing, Visual and Product Merchandising	<ul style="list-style-type: none"> <li>• Communication Process and Processing</li> <li>• Behaviour Science</li> <li>• Fashion Communication Skills</li> <li>• Types and Channels of Communication</li> <li>• Internal and External Forms of B.C.</li> </ul>
	Introduction to Human Resource Management	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Importance</li> <li>• Business Management</li> <li>• Marketing Handling</li> <li>• How to Present your Business</li> <li>• Strategies to Make</li> <li>• Planning</li> <li>• Plotting</li> <li>• Organizing</li> <li>• Staffing</li> <li>• Controlling</li> </ul>



Duration	Subject	Topics
	Makeover	<ul style="list-style-type: none"> <li>• Basic of Skin</li> <li>• Basic of Makeup</li> <li>• Basic of Hair Styling</li> <li>• Fitness &amp; Motivation</li> </ul>
	Yoga, Fitness & Meditation	<ul style="list-style-type: none"> <li>• Meal Planning</li> <li>• Yoga</li> <li>• Diet Planning</li> <li>• Healthy Living</li> <li>• Meditation</li> </ul>



## CERTIFICATE COURSE (1 Month)

Course Name	Subject
Creative Fashion Management	Creative Thinking
	Principles of Management
	Fashion Function & Aesthetic
	Marketing & Merchandise
	Consumer Trends for Fashion Retail
	Fashion Buying and Marketing
	Logistics and Supply Chain
	Management and The Apparel Pipeline
	Professional Skills Development

## CRASH COURSE (15 Days)

Course Name	Subject
Business Model Innovation	Core Capabilities
	Partner Networking
	Business Functions
	Customer Relationship
	Distribution Channels
	Customer Segments
	Cash Flow Analysis
	Professional Skills
	Development



## WORKSHOP (7 Days)

Workshop Name	Subject
Fashion & Luxury Visual Merchandising	Trends & Research
	Techniques & Ideas on Luxury Visual Merchandising
	Digital Networking
	Retail Multichannel
	Brand Knowledge
	Brand Value
Trend Forecast	Trend Insights
	Fashion Forecasting
	Fashion Demand & Data Analysis
	Style & Colour Analysis
	Market Research
	Market Positioning & Promotional
	Market, Fashion & Retail Analysis
Fashion & Luxury Consumer Behaviour	Introduction to Fashion & Luxury
	Symbolism of Luxury Fashion
	Fashion & Luxury Market
	Consumer Behaviour
	Consumer Purchasing Process
	Social Influences
	Marketing Influences
Brand Identify	Aspects of Brand & Introduction
	Brand Personality and Value
	Building a Brand House
	Strong Strategic Thinking Analysis
	Process of Branding
	Brand Expression & Experience
	Brand name- Importance & Types
Integrated Marketing Communication	Introduction to IMC
	Planning & Development of Creative Marketing Communication
	Strategic Planning for IMC
	Influencer & Experiential Marketing
	Content Marketing
	Marketing to Millennials
	Sales Promotion Skills

## WORKSHOP (7 Days)

Workshop Name	Subject
Fashion Marketing	History of Fashion
	Introduction of Fashion Marketing
	Fashion Marketing & Management
	Branding
	Trend Forecasting
	Fashion Communication PR
	Social Media Lab
Fashion Textile	Introduction to Fashion Textile
	Fashion & Textile Practice
	Understanding Design Process & it's Management
	History of Textile
	Design Technology & Innovation
	Research Methodologies
	Contemporary Challenges & Opportunities for Designers of Fashion & Textile





SCHOOL OF  
PERFORMING ARTS

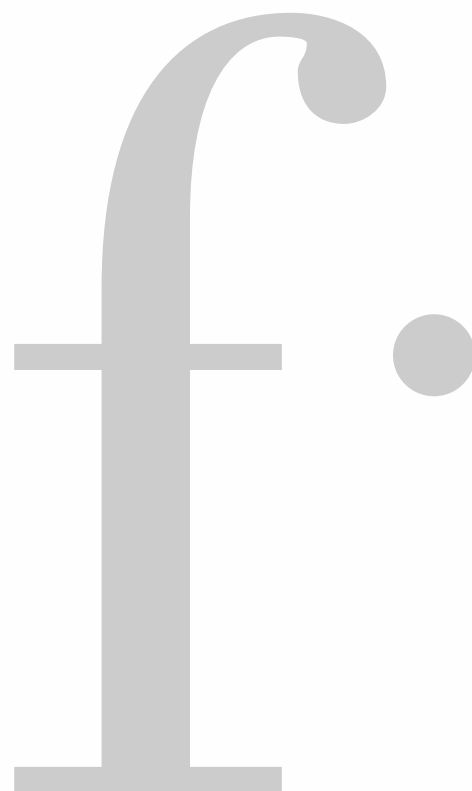
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FTV SCHOOL OF  
**FASHION**  
MANAGEMENT

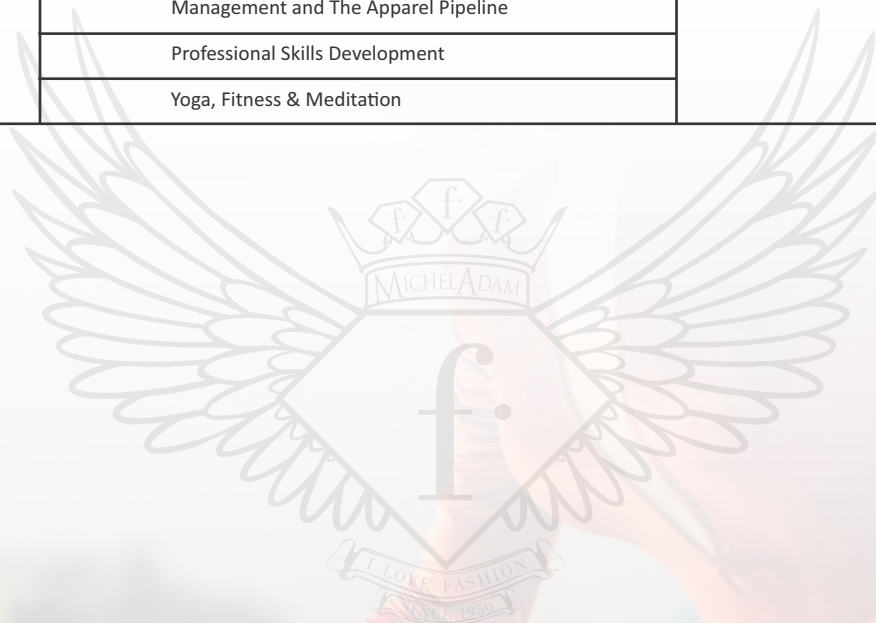
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**PART TIME COURSE**



## CERTIFICATE IN FASHION MANAGEMENT (3 Months)

Course Name	Subjects	Duration
Creative Fashion Management	Creative Thinking	1st Month
	Principles of Management	
	Fashion Function & Aesthetic	
	Marketing & Merchandise	2nd Month
	Consumer Trends for Fashion Retail	
	Fashion Buying and Marketing	
	Makeover	
	Logistics and Supply Chain	3rd Month
	Management and The Apparel Pipeline	
	Professional Skills Development	
	Yoga, Fitness & Meditation	



## ADVANCE CERTIFICATE IN FASHION MANAGEMENT (6 Months)

Course Name	Duration	Subject	Topics		
Fashion Business Management	1st Month	Fundamentals of Management	Fundamentals of Management		
			Introduction		
			3 Levels of Business Principles		
			<b>6 Functions of Business Management</b> (i) People (ii) Operations (iii) Accounting (iv) Strategy (v) Finance (vi) Marketing		
	2nd Month	Fashion Industry Application	Fashion Forecasting System		
			Product Applications in Fashion Industry		
			Supply Chain		
		Accounting and Decision Making	Introduction to Accounting / Definition		
			Account Codes		
			Balance Sheets Reconciliations		
	3rd Month	Marketing Research and it's Fundamentals	Marketing-definition		
			Steps of Market Research		
			Methods of Market Research		
			Marketing Mix		
			4 P's of Marketing		
		Business Communication	<b>Meaning :</b> (i) Importance (ii) Process (iii) Types		
			Models- SMCR, Shannon Weaver		
			Language Skills-Listening, Speaking, Reading, Writing		
			4th Month	Global Consumer and Trends	<b>Consumer-Meaning</b>
					Trends- Meaning
Top 10 Global Consumer Trends 2021					
Branding and Marketing					
4th Month	Introduction to Entrepreneurship	<b>Definition</b>			
		3 Levels of Business Principle			
		(i) Standard			
		(ii) Fundamental (iii) Tenant			

Course Name	Duration	Subject	Topics			
Diploma In Fashion Finance And Economics			<b>Stages of Business :</b>			
			(i) Planning			
			(ii) Organising			
			(iii) Staffing			
			(iv) Directing			
			(v) Organising			
			6 Fundamentals of Business Management			
			5th Month	Strategic Management	The Importance and it's Role in Strategic Management	
					Steps to Make Strategic Research	
					Exploratory Descriptive and Causal Research	
					Primary Data In M.R.	
					Secondary Data and Scales of Measurement	
					Retailing, Visual and Product Merchandising	Communication Process and Processing
						Behaviour Science
						Fashion Communication Skills
						Types and Channels of Communication
					6th Month	Introduction to Human Resource Management
			Importance			
			Business Management			
			Marketing Handling			
How to Present your Business Strategies to Make						
(i) Planning						
(ii) Plotting						
(iii) Organising						
(iv) Staffing						
Makeover	Basic of Skin					
	Basic of Makeup					
	Basic of Hair Styling					
	Fitness & Motivation					
Yoga, Fitness & Meditation	Meal Planning					
	Yoga					
	Diet Planning					
	Healthy Living					
	Meditation					





## FEE STRUCTURE (REGULAR COURSES)

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COURSES	DURATION	AMOUNT
Workshop	7 Days	10,000/-
Crash Course	15 Days	22,000/-
Certificate Course in Fashion Management	1 Month	45,000/-
Advance Certificate Course Fashion Management	3 Month	1,20,000/-
Diploma in Fashion Management	6 Month	2,15,000/-
Diploma in Luxury Product and Brand Management	11 Month	3,80,000/-
International Advanced Diploma in Fashion Business Management	11 Month	3,80,000/-
Post Graduation Diploma in Fashion Management	11 Month	4,65,000/-

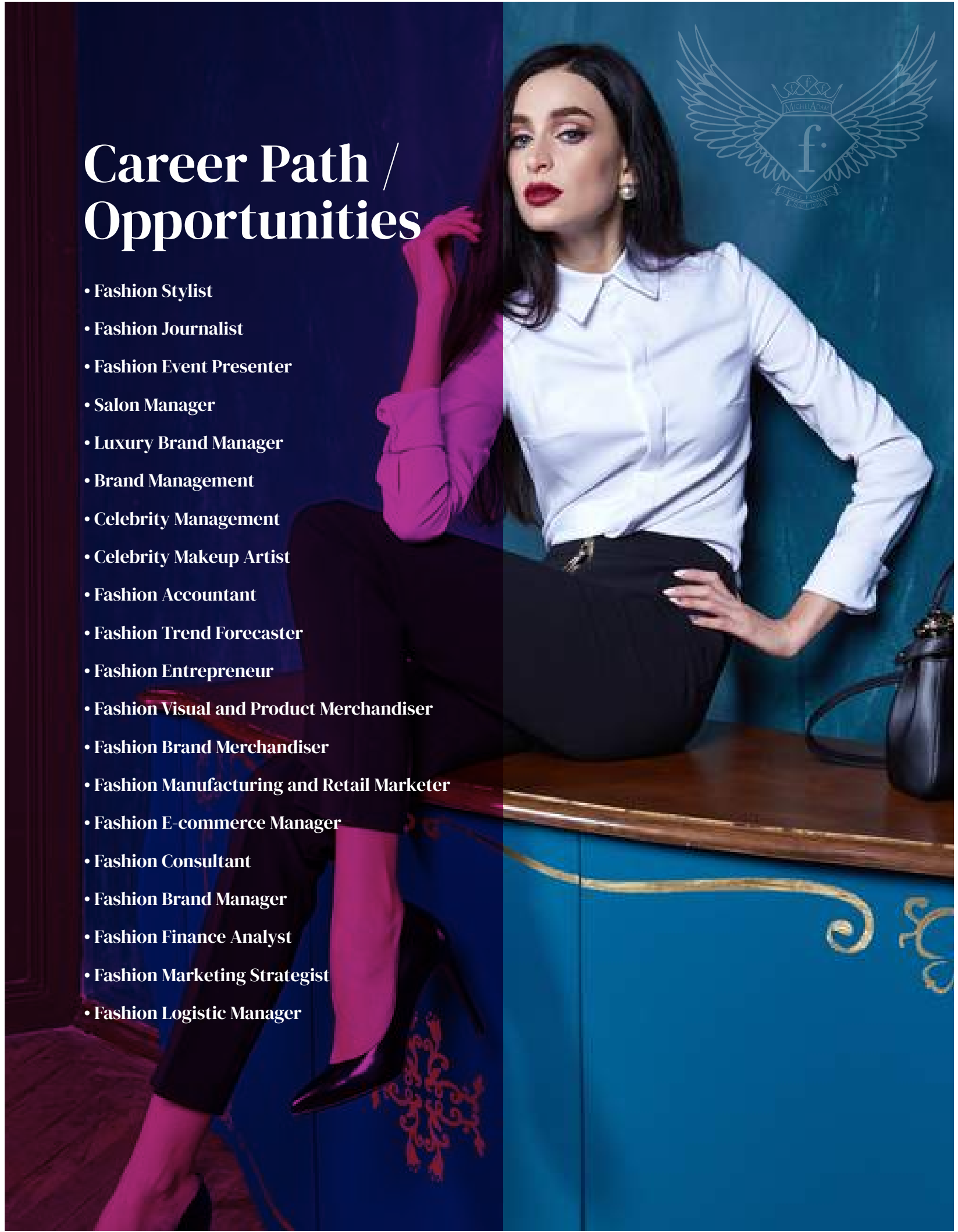
## FEE STRUCTURE (WEEKEND COURSES)

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COURSES	DURATION	AMOUNT
Certificate Course in Fashion Management	3 Month	45,000/-
Advance Certificate Course Fashion Management	6 Month	1,20,000/-

# Career Path / Opportunities

- Fashion Stylist
- Fashion Journalist
- Fashion Event Presenter
- Salon Manager
- Luxury Brand Manager
- Brand Management
- Celebrity Management
- Celebrity Makeup Artist
- Fashion Accountant
- Fashion Trend Forecaster
- Fashion Entrepreneur
- Fashion Visual and Product Merchandiser
- Fashion Brand Merchandiser
- Fashion Manufacturing and Retail Marketer
- Fashion E-commerce Manager
- Fashion Consultant
- Fashion Brand Manager
- Fashion Finance Analyst
- Fashion Marketing Strategist
- Fashion Logistic Manager



# EXPOSURE

We are committed to our comprehensive guidance and placement support to our students in multiple domains. Fashion Management is a industry with countless opportunities, from being in a Apparel brand to being a Fashion Marketing Manager, the opportunities are limitless. Likewise, we provide all our students to gain live experience by throwing them into the real-life work culture to make them ready for any challenges ahead!





It's time to buckle up and start your own business. 'Become the BOSS.' The fashion TV franchise of FTV School of performing arts & FTV Pageants is the right choice for having the best ROI in the industry. "I love Fashion TV"

**Vishal Malhotra**  
(Actor)



Fashion TV has finally arrived in India with FTV Pageants & FTV School of Performing Arts. Any aspiring person in the field of glamour should head to FTV School of Performing Arts for training in Modelling, Acting, Photography, event management, fashion Management, advertisement & PR with excellent grooming to be a successful artist. I love fashion TV

**Sneha Ullal**  
(Actress)



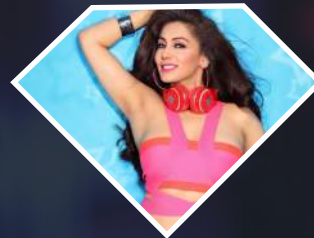
Are you looking to explore opportunities in Modelling, Photography, Acting or Theatre? But seeking the right platform? Stop worrying as Fashion TV comes to the rescue. Fashion TV is launching its first-ever "FTV School of Performing Arts" in India. Students in the School of Performing Arts will feel privileged with the kind of exposure they will get through the Fashion TV brand. I love Fashion TV

**Shefali Bagga**  
(News anchor, bigg boss participant)



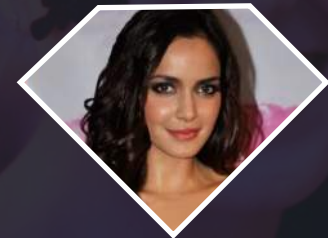
Hello Folks, Let's jump in! Fashion TV "The God of Glamour" is finally in India with the biggest FTV Pageant Event. First time in India, Fashion TV is presenting to you with 8 Pageant titles to honour all age groups including Mr FTV and Miss FTV. So what are you waiting for? Go register yourself now "I love fashion TV"

**Sudeepa Singh**  
(Model & Actress)



Fashion TV "The God of Glamour" is finally in India with the biggest FTV Pageant Event. So what are you waiting for? Go register yourself now and you might be the upcoming superstar of India. "I love fashion TV"

**DJ Shilpi Sharma**  
(Actress & Singer)



Fashion TV is launching its first-ever "FTV School of Performing Arts" in India. The school will ensure to certify students to kick-start their career the way they want to! So, Hurry! Register Now in one of the leading FTV School of Performing Arts. I love Fashion TV

**Shazahn Padamsee**  
(Actress)



SCHOOL OF  
PERFORMING ARTS  
*Style Your Career*

## Our Other Verticals

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CAFE



BAR



NITE  
CLUB



SALON



GYM



EVENTS



MAKEUP  
STUDIO



SALON  
ACADEMY



fashiontv



FNB  
ACADEMY



FITNESS  
ACADEMY



CASINO

## Our Associates

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# OUR PRESENCE

- Ahmedabad
- South Delhi
- Lucknow
- Kolkata
- Hyderabad
- Darbhanga

# OUR PARTNERS

PRADA

GLAMOUR

NEW YORK  
FASHION  
WEEK

FENDI  
ROMA

YVES SAINT LAURENT

D&G  
DOUCE GABBANA

Dior

PIRELLI

VALENTINO

VOGUE

LA PERLA

Agent  
Provocateur

KARL  
LAGERFELD

VICTORIA'S  
SECRET

VERSACE



A collage of images related to performing arts and media. The background is a purple gradient. On the left, there is a diamond-shaped logo with the letter 'f.' inside. Below the logo, the text 'SCHOOL OF PERFORMING ARTS' is written in a serif font, and 'Style Your Career' is written in a cursive font. To the right, there are three people: a man with a beard and a plaid shirt holding a camera up to his eye, a woman with glasses and a black top holding a clipboard and a 'PRESS' sign, and a woman with a plaid shirt holding a red folder. In the bottom left corner, there is a small inset image of a crowd at a performance.



# SCHOOL OF PERFORMING ARTS

*Style Your Career*



[www.ftvschoolofperformingarts.in](http://www.ftvschoolofperformingarts.in)



[https://twitter.com/ftv\\_Sopa](https://twitter.com/ftv_Sopa)



[franchise@ftvschoolofperformingarts.in](mailto:franchise@ftvschoolofperformingarts.in)



[company/ftvsopa](https://www.linkedin.com/company/ftvsopa)



[@Ftv\\_sopa](https://www.instagram.com/ftv_sopa)



<https://www.facebook.com/FtvSOPA>

## MUMBAI OFFICE

Level-7, The Capital, G-Block,  
Bandra Kurl Complex (BKC),  
Bandra (E), Mumbai-51

## DELHI NCR OFFICE

C-722, Noida One,  
Sector-62, Noida-201309  
Mobile : +91 7208954337

## OUR INSTITUTES

### AHMEDABAD

1st Floor - The Claywalls, Besides Gulmohar  
Party Plot, Near Zydus Hospital, Thalfej,  
Ahmedabad, Gujarat - 380059  
Ph.: +91 7484009444

### SOUTH DELHI

Plot No : 262, Opp. Made Easy,  
Near Saket Metro Delhi, India 110030  
Ph.: 011-46025638, 011-45608434

### DARBHANGA

Hotel Shyama Regency, Bela More, SH 50,  
Kathalbari, Darbhanga, Bihar 846004  
Ph.: +91 9142520578, 6272359743

### HYDERABAD

Road No.12, Banjara Hills, Sri Ram Nagar Colony,  
Near Ratnadeep, Hyderabad, Telangana 500034  
Ph.:+91 9059059152, 9059059915