JEWELRY DESIGN & BUSINESS MANAGEMENT

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Jewelry Design and Business Management Program

The program is designed to bring out the best of creativity in designers while honing their managerial abilities. The prime focus is on helping jewelry designers create a design brand of their own as well as in assisting them to manage day to day operations at the retail level. The program gives you an in-depth knowledge about jewelry business and the industry across various aspects of designing and entrepreneurial competencies. From mainstream designing and manufacturing to freelancing or starting one’s own venture, the course opens a plethora of options for designers with an entrepreneurial penchant. Gaining technical knowledge while perfecting managerial capabilities, this program is an initiation to the gem and jewelry industry.

Highlights:
- Learn jewelry designing manual and computer aided CAD design.
- Create images with the inbuilt V-Ray Rendering Software
- Design and create jewelry portfolio
- Learn the nuances in setting up a jewelry business
- Understand jewelry markets as well as trends of domestic and international market
- Learn the basics of finance, sales and marketing
- Understand operations management and trends in retail processing
- Learn pricing evaluation and cost modification of jewelry
- Industry-relevant field trips arranged to understand its functioning

Timing: 9.30 am - 5.30 pm
Minimum Qualification: HSC pass
Duration: 3 months

Business Management Program - 20 Days

Module 1 - Communication
Module 2 - Supervisory Management
Module 3 - Financial Management
Module 4 - Marketing Management
Module 5 - Operations
Module 6 - Entrepreneurship

- Each module will be having an assignment of 25 marks each at the end of program, a paper/pencil test of 3 hours/100 marks each, covering all modules will have to be taken to qualify for the certificate
- 50% will be the minimum required for passing in each module and in the aggregate

Campus: S. P. Mandali’s Prin. L.N. Welingkar Institute of Management Development & Research (WeSchool), Management Development Centre, Block #72 (7th Floor), Maker Chambers VI, 220, Jamnalal Bajaj Marg, Nariman Point, Mumbai 400 021.