



Curriculum for B.Voc/ D.Voc in Jewellery Design

**3rd Floor , Premlila Vithaldas Polytechnic , SNDT Women's University
Juhu Campus, Juhu Tara Road , Santacruz (W)**

Mumbai -400093

1.1 Key Features:

Objectives

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the Diploma, undergraduate level of higher education to enhance employability of the students and meet industry requirements. Such student apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students admitted in such vocational courses.
- The certification levels will lead to Diploma/Advanced Diploma/B. Voc. Degree in Jewellery Design and will be offered by respective affiliating University/Board of Technical Education.
- Students may be awarded Level Certificate/Diploma/Advance Diploma /Degree as out-lined in the Table below:

Award	Duration after class X	Corresponding NSQF level
Level 3 Certificate	1 Year	3
Level 4 Certificate	2 Years	4
Diploma	3 Year	5
Advance Diploma	4 Years	6
B. Voc. Degree	5 Years	7

2. Course Objectives

After successfully completing the vocational course, the student would have acquired relevant appropriate and adequate technical knowledge together with the professional skills and competencies in the field of Jewellery Design and Manufacturing, so that he/she is properly equipped to take up gainful employment in this Vocation. Thus he/she should have acquired:-

A. Understanding of

(a) The relevant basic concepts and principles in basic Art subjects (Art & Craft, History of Arts, Metallurgy, painting) so that he/she is able to understand the different vocational subjects.

(b) The basic concepts in Technical drawing.

(c) The concepts, principles of working of basic Jewellery Making Equipment and Machines.

(d) The knowledge of testing procedure of Gold, Diamond, Colour Gemstones by making use of different test instruments.

(e) Designing for Different Domestic and International Markets

(f) The concepts and principles used in Jewellery Designing and Manufacturing Field.

B. Adequate Professional Skills and Competencies in

(a) Testing Precious metals and Gemstones.

(b) Designing for Domestic and International Market.

(c) Locating the problems and solving them during manufacturing process

C. A Healthy and Professional Attitude so that He/she has

(a) An analytical approach while working on a job.

(b) An open mind while locating/rectifying faults.

(c) Respect for working with his/her own hands.

(d) Respect for honesty, punctuality and truthfulness

D. NSQF compliant skills in Qualification developed by sector skill council in Gems and Jewellery Sector

3. Course Structure

The course will consist of combination of practice, theory and hands on skills in the Gems and Jewellery sector.

Curriculum

Level	Process required	Professional Knowledge	Professional skill	Core skill	Responsibility
Level 3	Person may carry put a job which may require limited range of activities routine and predictable	Basic facts, process and principle applied in trade of employment	Recall and demonstrate practical skill, routine and repetitive in narrow range of application	Communication written and oral with minimum required clarity, skill of basic arithmetic and algebraic principles, personal banking, basic understanding of social and natural environment	Under close supervision some responsibility for own work within defined limit
Level 4	Work in familiar, predictable, routine, situation of clear choice	Factual knowledge of field of knowledge or study	Recall and demonstrate practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concepts	Language to communicate written or oral, with required clarity, skill to basic arithmetic and algebraic principles, basic understanding of social political and natural environment	Responsibility for own work and learning

Level 5	Job that requires well developed skill, with clear choice of procedures in familiar context	Knowledge of facts, principles, processes and general concepts, in a field of work or study	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools materials and information	Desired mathematical skill, understanding of social, political and some skill of collecting and organizing information, communication.	Responsibility for own work and learning and some responsibility for other's works and learning
Level 6	Demands wide range of specialized technical skill, clarity of knowledge and practice in broad range of activity involving standard/ non-standard practices	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Reasonably good in mathematical calculation, understanding of social, political and reasonably good in data collecting organizing information, and logical communication	Responsibility for own work and learning and full responsibility for other's works and learning

Level 7	Requires a command of wide ranging specialized theoretical and practical skill, involving variable routine and non-routine context	Wide ranging, factual and theoretical knowledge in broad contexts within a field of work or study	Wide range of cognitive and practical skills required to generate solutions to specific problems in a field of work or study	Good logical and mathematical skill understanding of social political and natural environment good in collecting and organizing information, communication and presentation skill	Full responsibility for output of group and development
------------	--	---	--	---	---

The curriculum in each of the years of the programme would be a suitable mix of general education and skill components.

Skill Components:

The focus of skill components shall be to equip students with appropriate knowledge, practice and attitude, to become work ready. The skill components will be relevant to the industry as per its requirements.

- The curriculum will necessarily embed within itself, National Occupational Standards (NOSs) of specific job roles within the industry. This would enable the students to meet the learning outcomes specified in the NOSs.
- The overall design of the skill development component along with the job roles selected will be such that it leads to a comprehensive specialization in few domains.
- The curriculum will focus on work-readiness skills in each of the year of training.
- Adequate attention will be given in curriculum design to practical

General Education Component:

The general education component adhere to the normal senior secondary and university standards. It will emphasize and offer courses which provide holistic development. However, it will not exceed 40% of the total curriculum.

- Adequate emphasis is given to language and communication skills.

The curriculum is designed in a manner that at the end of each year after class Xth students can meet below mentioned level descriptors of NSQF:

CURRICULUM

Level	Code	Educational Component	Credit	Marks
4 Semester I	Theory			
	4101	Foundation	3	50
	4102	Basic Computers skills	3	50
	4103	Basic Jewellery Making	3	50
	4104	Language Skills	3	50
	Lab/Practical			
	4105	Jewellery Design Practical	1.5	50
	4106	Jewellery Making Practical	1.5	50
On-Job-Training (OJT)/Qualification Packs				
Cast and diamonds-set jewellery - CAD Designer G&J/Q2303		(Any one)	15	200
Cast and diamonds-set jewellery - Wax Piece Maker G&J/Q2602				
Jewellery Retail-Jewellery Retail Sales Associate (Basic) G&J/Q6802				
Polisher & Cleaner G&J/Q0703				
Handmade Gold and Gems-set Jewellery - Goldsmith – Frame G&J/Q0604				
Jewellery Retail – Cashier G&J/Q8301				
Precious Metal Alloy, Sheet and Wire Maker G&J/Q9102				
Jewellery Frame Maker G&J/Q0610				
Handmade Gold and Gems-set Jewellery - Goldsmith – Enameller G&J/Q0902				

Level	Code	Educational Component	Credit	Marks
5 Semester II		Theory		
	5201	History of Arts and Jewellery	3	50
	5202	Computer Aided Jewellery Designing -I	3	50
	5203	Jewellery Designing Paper- I	3	50
	5204	Gemmology -I	3	50
		Lab/Practical		
	5206	Jewellery Designing Practical	1.5	50
	5207	Jewellery Making Practical	1.5	50
On-Job-Training (OJT)/Qualification Packs				
Handmade Gold and Gems-set Jewellery - Master Maker – Hand G&J/Q0501		(Any one)	15	200
Handmade Gold and Gems-set Jewellery - Supervisor - Polishing & Cleaning G&J/Q0702				
Handmade Gold and Gems-set Jewellery - Supervisor – Setting G&J/Q0803				
Jewellery Retail - Floor Manager G&J/Q8304				
Handmade Gold and Gems-set Jewellery - Supervisor - Frame and Components G&J/Q0601				
Jewellery Store Floor Supervisor G&J/Q8204				
Wax Model Making Supervisor G&J/Q2606				
Jewellery Retail - Appraiser and Valuer G&J/Q8502				

Level	Code	Educational Component	Credit	Marks
6 Semester III		Theory		
	6301	Jewellery Designing - II	3	50
	6302	Diamond Grading	3	50
	6303	Technical Drawing	3	50
	6304	Gold Assaying, Refining & Hallmarking	3	50
		Lab/Practical		
	6305	Gold Assaying & Hallmarking practical	1.5	50
	6306	Jewellery Making Practical	1.5	50
On-Job-Training (OJT)/Qualification Packs				

Cast and diamonds-set jewellery - Merchandiser Design G&J/Q2302	(Any one)	15	200
Jewellery Retail – Merchandiser G&J/Q8201			
Jewellery Retail - Store Manager G&J/Q8202			

Level	Code	Educational Component	Credit	Marks
6 Semester IV		Theory		
	6401	Environmental Studies	3	50
	6402	Jewellery Making - II	3	50
	6403	Computer Aided Jewellery designing -II	3	50
	6404	Jewellery Designing -III	3	50
		Lab/Practical		
	6405	Jewellery Designing	1.5	50
6406	Gem Testing	1.5	50	
On-Job-Training (OJT)/Qualification Packs				
Cast and diamonds-set jewellery – Refiner G&J/Q3401	(Any one)	15	200	
Handmade Gold and Gems-set Jewellery - Assayer and Hallmark Administrator G&J/Q0402				

Level	Code	Educational Component	Credit	Marks
7 Semester V		Theory		
	7501	Theme Based Jewellery Designing - I	3	50
	7502	Indian Market	3	50
	7503	Jewellery Making - III	3	50
	7504	HRM Product Development & Branding	3	50
		Lab/Practical		
	7505	Theme based Jewellery Designing	1.5	50
	7506	Imitation Jewellery	1.5	50
On-Job-Training (OJT)/Qualification Packs				
Cast and diamonds-set jewellery - Product Development Manager G&J/Q2305	(Any one)	15	200	
Handmade Gold and Gems-set Jewellery - Procurement Manager - Raw Materials G&J/Q0301				

Level	Code	Educational Component	Credit	Marks
7 Semester VI		Theory		
	7601	Jewellery Making -IV	3	50
	7602	Theme Based Jewellery Designing - II	3	50
	7603	Gemmology -II	3	50
	7604	Retail Management and Visual Merchandising	3	50
		Lab/Practical		
	7605	Quality Control, Melting and refining	1.5	50
	7606	Theme based Jewellery Designing	1.5	50
Handmade Gold and Gems-set Jewellery - Production Manager (Handmade Jewellery) G&J/Q0101		(Any one)	15	200
Handmade Gold and Gems-set Jewellery - Gold Melter and Refiner G&J/Q0401				

Level	Code	Educational Component	Credit	Marks
4 Semester I		Theory		
	4101	Foundation	3	50
	4102	Basic Computers skills	3	50
	4103	Basic Jewellery Making	3	50
	4104	Language Skills	3	50
		Lab/Practical		
	4105	Jewellery Design Practical	1.5	50
	4106	Jewellery Making Practical	1.5	50
On-Job-Training (OJT)/Qualification Packs				
Any one from following Credits : 15 Marks 200				
Cast and diamonds-set jewellery - CAD Designer G&J/Q2303				
Cast and diamonds-set jewellery - Wax Piece Maker G&J/Q2602				
Jewellery Retail-Jewellery Retail Sales Associate (Basic) G&J/Q6802				
Polisher & Cleaner G&J/Q0703				
Handmade Gold and Gems-set Jewellery - Goldsmith – Frame G&J/Q0604				
Jewellery Retail – Cashier G&J/Q8301				
Precious Metal Alloy, Sheet and Wire Maker G&J/Q9102				
Jewellery Frame Maker G&J/Q0610				
Handmade Gold and Gems-set Jewellery - Goldsmith – Enameller G&J/Q0902				

Code	Educational Component	Credit	Marks
4101	Foundation	4	50
Module I	<p>Nature Drawing</p> <p>Perspective Drawing : Cube ,Perspective drawings: cube and solid studies,</p> <p>Detailed discussion of one, two & three point perspective.</p> <p>Shading- Pencil</p> <p>Steadler ,Charcoals</p> <p>Rendering graphite/colour pencils</p> <p>Basic Techniques for shading and colouring</p> <p style="padding-left: 40px;">Shading with different media</p> <p style="padding-left: 40px;">Rendering with different materials</p> <p style="padding-left: 40px;">Shading and rendering of different surfaces Concave , Convex)</p> <p>Copying and Enlargement and reduction of motifs, Illustrations and designs.</p> <p>Introduction of human figurative drawings.</p> <p>Basic measurements and proportion.</p> <p>Metal and Metal Shading</p> <p>Shading of different metal surfaces (Silver , Gold, Platinum) , Rendering</p> <p>Rendering on jewellery items</p> <p>Rendering with pencil , water colour and other media</p> <p>Assignments</p> <p>Hand Skills & handling pencils – 2 sheets A3</p>		

	<p>Outline drawing of one, two & three point perspective. 2 Sheets final A3</p> <p>Tonal gradations with grade pencils – 2 Sheet A3</p> <p>Tone with textures manmade and natural – 2 sheets A3</p>		
Module II	<p>Elements and Principles of Design</p> <p>Balance - A Balancing Act</p> <p>Emphasis - Point of Emphasis</p> <p>Movement - The Magic of Movement</p> <p>Proportion - Power of Proportion</p> <p>Contrast - Contrast Consideration</p> <p>Unity - Understanding Unity</p> <p>Harmony - Happiness of Harmony</p> <p>Development of texture</p> <p>Practice of line quality improvement and apply it to drawings.</p> <p>Different stages of products, still life, object drawing</p> <p>Drawing and sketching of drapery and apply it on human figures.</p> <p>Importance of Elements of design – Point, Line, form, colour, tone, texture, and space</p> <p>Importance of principles of design – Unity, harmony, balance, emphasis/dominance, rhythm, proportion</p> <p>Line- Directing ,Dividing</p> <p>Psychological effects of line</p> <p>Optical illusion</p> <p>Shape- Geometric , Natural</p> <p>Texture- Visual, Textile , Audible</p>		

	<p>Value & Colour- Colour Wheel</p> <p>Color Schemes , Color Psychology</p> <p>Assignments</p> <p>Copying enlargement & reduction – 2 sheets A3</p> <p>Details of human figures. Separate studies of male and female figures.</p> <p>Analytical drawing and Practice of Combined objects like human, furniture etc. 2 sheet A3</p> <p>Improvement of line quality for making human figures from live human figure. 2 sheets</p> <p>A sketchbook to be submitted of different sketches.</p>		
<p>Module III</p>	<p>Classification of arts</p> <p>Six limbs of Indian art (shadanga)</p> <p>Introduction of aesthetics and concept of beauty</p> <p>Introduction to various below mention arts through workshops</p> <p style="padding-left: 40px;">Dance, State wise ,Music, State wise</p> <p style="padding-left: 40px;">Paintings, Handicrafts</p> <p>To prepare presentation on all the art and its classifications</p> <p>group discussion based on presentation</p> <p>To Prepare presentation on art work of six limbs of Indian art sculpture / painting</p> <p>Group discussion based on presentation</p> <p>To prepare a photo montage / collage with concept of the pictures beautiful according to you A3 size</p> <p>Group discussion of the same based on the concepts of beauty ,To Prepare presentation on state wise cultural heritage like dance, music, painting and handicraft</p>		

	Group discussion on aesthetic value and appreciation of art		
Module IV	<p>To develop an understanding of behaviour, characteristic, properties, dimensionality, physical and visual potential of the basic materials (Solid, Plainer, Linear and Granular)</p> <p>To Educate and create an interest for material and their potentials through manipulations Orientation of basic hand tools, cutting tools & techniques to manipulate materials</p> <p>Materials-</p> <p>Paper, Clay, Wood, Plastic, Metal, Glass, Textiles, Rubber, Leather, Wax</p> <p>A brief of plaster as a material. Characteristic and making mold and casting. Introduction of textile as material and its multi-purpose use in the industry.</p> <p>Introduction of leather as a material and its multi-purpose use in the industry.</p>		

Code	Educational Component	Credit	Marks
4102	Basic Computer skills	3	50
Module I	<p>Computer basics – CPU, memory and storage devices; input/output devices;</p> <p>Communication devices; operating systems – DOS, Windows, Linux, Unix; Cross platforms, problems and solutions; workstations; networks , Calculations.</p> <p>Analog and digital principles; image formats; video formats; resolutions and pixels; internet : File Transfer Protocol and Real-Time Transport Protocol, mobile communication technology: GSM, CDMA and GPRS, to 3G,Wireless network technologies such as IrDA, Bluetooth, Wireless USB, Z-Wave, Zig Bee Wireless LAN,</p>		

	Interactivity, brain control interface.		
Module II	<p>Introduction to MS Office- MS word Spreadsheet basics</p> <p>Excel environment, Entering data. Excel toolbars. Creation and manipulation of charts and graphs. Manipulation of data. Mathematical and statistical</p> <p>PowerPoint. Starting PowerPoint. AutoContent Wizard. Working with texts, graphs, pictures, audio, and video in slides. Design templates.</p> <p>Types of Graphic card- Fire wire card- Types of Audio card- Studio monitors-</p> <p>External Sound Cards- VGA Splitter- VGA to HDMI converter- HDMI input and output-</p> <p>RCA cables- MIDI cables- VGA Switch- Fire wire cable- Meaning and scope of the</p> <p>Internet. Surfing the Net. Creating, sending and receiving e-mails using Outlook Express and hosting websites. Browsing the WWW. Downloading from and uploading to the Internet.</p>		
Module III	<p>Corel Draw</p> <p>Basic Knowledge of Coral draw & Photoshop</p> <p>Introduction to the CorelDraw & Photoshop Program ,Basic Tools in CorelDraw & Photoshop</p> <p>Various Shapes, Colour Fill & Outline Tools</p> <p>Design Development</p> <p>Motif development to make Jewellery</p> <p>Interactive Blend Tool ,Diamond with measurement</p> <p>Theme Based Designing</p> <p>Earrings ,Bracelets ,Pendants ,Rings ,Brooch, Necklace</p>		

Module IV	<p>Photoshop</p> <p>Presentation techniques with Photoshop</p> <p>Special Effects to Images , Backgrounds, Text Option</p> <p>Detail of Jewellery piece.</p> <p>Presentation of pieces designed while Corel Draw</p> <p>Earrings ,Bracelets ,Pendants ,Rings ,Brooch, Necklace</p>		
----------------------	--	--	--

Code	Educational Component	Credit	Marks / Nos
4103	Basic Jewellery Making	3	50
Module I	<p>Introduction to workshop practice and procedure</p> <p>Tools and equipment and its uses</p> <p>Soldering and heating area</p> <p>Gas supply and emergency shut off</p> <p>Acid tank</p> <p>Main power supply and emergency shut off</p> <p>Metal store cupboard</p> <p>General workshop area</p> <p>Technician availability</p> <p>Prepare metal for melting</p> <p>Melt the metal and prepare ingot</p> <p>Use of rolling mill for making sheet and wire</p> <p>Assignment</p> <p>Melt the metal and prepare different thickness sheets and wires</p>		

<p>Module II</p>	<p>Use of tools and equipment used for piercing ,filing and soldering</p> <p>Care of tools and equipment</p> <p>Basic techniques - measuring and marking out</p> <p>Cutting ,Drilling ,Filing ,Heating ,Soldering</p> <p>Assignment</p> <p>Complete the given assignment of piercing , Filing, Drilling and Soldering</p> <p>Technical file</p>		<p>G&J /Q2901</p>
<p>Module III</p>	<p>Technical exercises</p> <p>Basic broach pin and catch</p> <p>Technical exercises</p> <p>Use of different shape draw plate</p> <p>Use of grooved rolling mill</p> <p>Technical exercises : Simple dome earring</p> <p>Technical exercises : Simple earring using all techniques</p> <p>Assignment</p> <p>Completed jewellery piece of domed earring</p> <p>Earring and brooch design with plain metal</p>		
<p>Module IV</p>	<p>Technical exercises</p> <p>Wire work (chain making) 3” of 6 types</p> <p>Use of different shape draw plate</p> <p>Drawing readymade chain</p> <p>Use of grooved rolling mill</p> <p>Use of Draw plate and rolling mill</p> <p>Jumpring making and soldering</p> <p>Chain making – different techniques</p> <p>Assignments</p>		

	Manufacture 3" length of 6 types of chain		
	Technical file		

Code	Educational Component	Credit	Marks
4104	Language Skills	3	50
Module I	<p>Writing Skills- grammar</p> <p>Articles: Appropriate use of definite and indefinite Articles</p> <p>Prepositions: To use correct Prepositions as per context</p> <p>Conjunction: Coordinating and sub-coordinating Conjunctions</p> <p>Tenses: Correct usages of past, present and future tenses</p> <p>Active and Passive Voice: Use of Active and Passive voice</p> <p>Direct and Indirect sentences: Conversion of direct into indirect sentence and vice versa</p> <p>Transformation of Sentences: simple, compound and complex.</p> <p>Auxiliaries: can, shall, should, may, might</p> <p>Sentence: types, parts, clauses and infinitives</p> <p>Question type: 'Why' and yes/no type</p> <p>Formal Written Communication</p> <p>Office Drafting: Notice, memo, memorandum, drafting brochure and user manual, repair estimate, e-mail, job application and resume.</p> <p>Business Correspondence: Inquiry letter, order letter, complaint letter of collection and settlement and sales letter</p> <p>Report writing: investigation report, project report, progress reports and industrial visit report.</p> <p>Describing objects and giving instructions</p> <hr/> <p>Write-up</p> <p>Paragraph Writing: Elaborate and expand the ideas with cohesion, coherence and use of correct punctuation marks.</p> <p>Importance of communication</p> <p>Merits of English Language</p> <p>Barriers in communication</p>		

	<p>Types of Paragraph: Narrative, Descriptive, Technical, Comparison and Contrast.</p> <p>Dialogue Writing: Base on various situations.</p> <p>Speech Writing based on situations: Welcome Speech, Farewell Speech, Vote of Thanks and Introducing a Guest.</p>		
<p>Module II</p>	<p>Reading Skills</p> <p>Articles: related engineering and technology.</p> <p>Comprehension Passages: Comprehending passages and writing the answers of the questions given.</p> <p>Words Often Confused.</p> <p>Collocation</p> <p>Prefix and Suffix</p> <p>Synonyms and Antonyms</p> <p>Root words Prefix suffix/meaning /words n term related electronics and technology with their meaning.</p> <p>Note taking and note making</p> <p>Introduction to LSRW and its Importance.</p> <p>Importance of soft skills</p> <p>Comprehensive passages- related engineering, technology and current affairs.</p>		
<p>Module III</p>	<p>Speaking and Listening Skills</p> <p>Conversation- day today and the on situations provided</p> <p>Individual Presentation- on the given topic</p> <p>Group Discussion- on current topic as well on topics related engineering.</p> <p>Debate- on current topic as well on topics related engineering.</p> <p>(Contents: on the given current topics related to social, political, economic and subject related.)</p> <p>Vowels n diphthongs in English, Reading/speaking English with proper accents and intonations. Full form of TOFEL and IELTS</p> <p>Conversation: telephonic, responding to query, seeking advice, suggesting alternative, methods of handling tasks, responding to business related oral communication, seeking clarification, giving instructions, introducing speaker, vote of thanks.</p> <p>Individual Presentation</p> <p>Group Discussion</p>		

	Debate and interview- practicing interview responses.		
	<p>Writing Skill: Introduction to communication</p> <p>Definition of communication</p> <p>Process of communication</p> <p>Types of communication-</p> <p>Formal, informal, verbal, non-verbal, vertical, horizontal, diagonal</p> <p>Barriers in Communication: Physical Barrier Mechanical: Machine oriented Psychological barriers and Language.</p>		
<p>Module</p> <p>IV</p>	<p>Non-verbal and Graphical communication</p> <p>Non-verbal codes: Artefacts</p> <p>Aspects of body language</p> <p>Facial expression, eye contact, vocalic, Para language, gesture, posture, dress and appearance.</p> <p>Graphical communication</p> <p>Advantages and disadvantages of graphical communication</p> <p>Tabulation of data and its depiction in the form of bar graphs and pie charts.</p> <p>Vocabulary Building:</p> <p>Engineering and technological words and terms and their meanings</p> <p>Homonyms</p> <p>Root words Prefix suffix</p>		

Level	Code	Educational Component	Credit	Marks
5 Semester II	Theory			
	5201	History of Arts and Jewellery	3	50
	5202	Computer Aided Jewellery Designing -I	3	50
	5203	Jewellery Designing Paper- I	3	50
	5204	Gemmology -I	3	50
	Lab/Practical			
	5206	Jewellery Designing Practical	1.5	50
	5207	Jewellery Making Practical	1.5	50
On-Job-Training (OJT)/Qualification Packs				
Any one from following Credits : 15 Marks 200				
Handmade Gold and Gems-set Jewellery - Master Maker – Hand G&J/Q0501				
Handmade Gold and Gems-set Jewellery - Supervisor - Polishing & Cleaning G&J/Q0702				
Handmade Gold and Gems-set Jewellery - Supervisor – Setting G&J/Q0803				
Jewellery Retail - Floor Manager G&J/Q8304				
Handmade Gold and Gems-set Jewellery - Supervisor - Frame and Components G&J/Q0601				
Jewellery Store Floor Supervisor G&J/Q8204				
Wax Model Making Supervisor G&J/Q2606				
Jewellery Retail - Appraiser and Valuer G&J/Q8502				

Code	Educational Component	Credit	Marks
5201	History of Arts and Jewellery	3	50
Module I	<p>Prehistoric period:</p> <p>Art in India: Indus valley/Harappa civilization art and craft.</p> <p>Historic period: (Before Mughal era) Different dynasties and their sculpture, painting and traditions</p> <p>Assignments</p> <p>Prepare presentation on prehistoric and</p> <p>Prepare presentation on Indus valley civilization</p> <p>Prepare presentation on historic period before Mughal era</p> <p>Prepare presentation on sculptures, painting and traditions and renowned architecture monuments</p> <p>Phase of miniature paintings: (Before British era) Mughal art/ painting, Rajput Painting, Rajasthani Painting, Mewar, Bundi, Jaipur & Pahari Painting</p> <p>Modern Indian Painting: During British period, revolution of Bengal school of art.</p>		
Module II	<p>Prepare presentation on phase of miniature paintings before British era</p> <p>Prepare presentation on Rajput art</p>		
Module III	<p>Introduction</p> <p>Sources for the study of Indian Jewellery</p> <p>Indian Jewellery history</p> <p>Indus valley civilization – beads ,Trade in gemstones</p> <p>Ancient India – styles, design & techniques, South India</p> <p>Mughal period ,Jewellery for men and women</p> <p>Symbolism in Indian Jewellery ,The craftsman</p>		
Module IV	Design in the Indian context		

	<p>Pre historic art ,Cave paintings and signs, Civilizations and Periods</p> <p>Fashion - garments, jewellery , architect - buildings, interiors - paintings, furniture, utensils</p> <p>From Indus valley, African, Egyptian, Greek, Roman, Chinese and Japanese, Designing piece of jewellery inspired from any art</p> <p>Study of Jewellery History - India</p> <p>Precious jewellery study</p> <p>From Indian history from Mauryan, Gandhar, Mughal periods Materials available</p> <p>Sculpture, paintings ,Designs - occasion based, symbolical,</p> <p>Trading during the era ,Special craftsmanship</p>		
--	---	--	--

Code	Educational Component	Credit	Marks
5202	Computer Aided Jewellery Designing -I G&J/Q2401	2	50
Module I	<p>Introduction of software</p> <p>Create 3D design awareness of different styles of jewellery</p> <p>The toolbar layout</p> <p>Introduction to Design on computer - Coral draw</p> <p style="padding-left: 40px;">About Corel draw , Need ,Uses ,Understanding of tools used</p> <p>Creating and manipulating text ,Selecting and transforming objects</p> <p>Shaping objects, Sfilling and filing objects ,Viewing, zooming and ordering ,Combining/grouping, breaking apart/separating, ungrouping</p> <p>Converting to curves, Scanning, Weld, intersection and trim</p> <p>Aligning, copying, pasting and cloning ,Blending and contouring</p>		G&J/Q2 303

	Lens, perspective and power clip, Fitting text to a path, Colour adjustment and bitmap effects, Page setup and printing, Uses of Corel draw in jewellery industry		
Module II	Basic commands Command aliases ,Shortcut keys ,Plug-ins, Scripting, Template files		
Module III	Advance Modelling Techniques Curve degree ,Curve and surface continuity , surface continuity , Analyse surface , Surfacing commands, Dome shaped Button		
Module IV	Control surface shapes Use Background Bitmaps, Use 2-D Drawings, Use 2-D drawings as part of a model ,Make a model from a 2-D drawing ,Surface Analysis ,Polygon Meshes from NURBS Objects ,Rendering		

Code	Educational Component	Credit	Marks
5203	Jewellery Designing Paper- I	3	50
Module I	Drafting and layout / mounting alternatives Forms / surface introduction project Multimedia introduction project Designing Stone set ring /pendant /charm /bracelet / cufflink Technical drawing of basic stone type and cuts faceted and cabochon of Round ,Oval , Baguette square, Baguette taper ,Trillion, Marquise ,Princess ,Emerald ,Pear ,Heart		G&J / Q2301 G&J / Q2301
Module II	Perspective and technical drawing Compound forms ,Ratio and proportion , Dividing a circle, Isometric , Introduction to orthographic projections Plan view (Top View) ,Front view ,Side/end view Applied perspective and technical drawing		G&J / Q2301 G&J / Q2301

	<p>Ring ,Brooch, Necklace ,Earring</p> <p>Designing on computer (coral draw)</p> <p>Basic shape of stone , Different shapes of rings – plain and with Stones ,Designing necklace and bracelets with repeated forms</p>		
Module III	<p>How to see in everyday life</p> <p>Vanishing points ,Eye level or horizon level/line</p> <p>Drawing and understanding of cube from different angles</p> <p>One point and two point perspective</p> <p>Drawing and understanding of circle, cylinders, cones</p> <p>Understanding of shadow</p> <p>Designing for major international markets & Brands :</p> <p>Italy ,Germany, France, USA ,Japan, Dubai, International Brands</p>		G&J /Q2302
Module IV	<p>Finding Inspiration</p> <p>Research work Magazines news –paper</p> <p>Museum ,Exhibition ,Architecture , Nature and art galleries</p> <p>Ways to compile research work</p> <p>Sketch book, Visual Diary, Visual Journal, Ideas, Book, Visual Note Book, Source Book.</p> <p>Developing Research Material</p> <p>Collection of all the research material –making a scrap file, Collage , Theme Boards ,Sample File</p> <p>From all the above mention resources developing stylized fashion Jewellery to any of the theme.</p> <p>Power Point presentation : Submission of Project Report orally defending the report and power point presentation followed by viva voice. Plan a Jewellery Brand & Advertisement (Photoshop)</p>		

Code	Educational Component	Credit	Marks
5204	Gemmology-I	2	50
Module I	<p>Introduction</p> <p>Earth science and continental theory</p> <p>Types of rocks, minerals and gem minerals</p> <p>Beauty, durability and rarity of gemstones</p> <p>World occurrence of gem minerals and their specialties</p> <p>Instrument</p> <p>Dichroscope – Principle Construction and working</p> <p>Isotropic and anisotropic stones</p> <p>Dichroism and trichroism</p> <p>Polaris cope – Principle Construction and working</p> <p>S.R., D.R., A.G.G. & A.D.R stone</p> <p>Optic character of gemstone</p> <p>Uni axial and Biaxial optic signs</p> <p> Use of dichroscope</p> <p> Refractometer – Critical angle of gemstone</p> <p>Total internal reflection in gems</p> <p>Refractive index determination</p> <p>Birefringence and optic sign</p> <p>Spot method for cabochons and carvings</p> <p>Spectroscope absorption of light</p> <p>Dispersion in gemstones</p> <p>Working & use of spectroscope</p>		

	<p>Typical spectrums of certain gem stone</p> <p>Microscope U.V. light</p> <p>Working and construction of microscope</p> <p>Typical inclusion in gemstones</p>		
Module II	<p>Origin and mining areas</p> <p>Famous diamonds - beauty and rarity , Journey from rough to market</p> <p>Understanding of Gem stones, Physical properties, Optical properties</p> <p>Chemical properties, Cutting and polishing, International standards for grading, Enhancement methods followed, Identifying synthetics</p> <p>Focus on emerald, ruby, sapphire and their substitutes</p> <p>Understanding of lab report/certificate</p> <p>Document in word format and presentation on one subject</p> <p>Optical properties</p> <p>Optics ,Practical with phenomenon, Optic Nature, Single and double refraction, Optic axis cause of colour in gemstones</p> <p>Phenomenon in gemstones</p> <p>Cat's eye, Asterism, Play of colours, Sheen, Aventurescence, Pleochroism, Metamerism, Iridescence, Lustre and transparency</p>		
Module - III	<p>Physical Properties of gemstones</p> <p>Hardness – hardness scale, differential, Hardness ,Cleavage, Parting</p> <p>Toughness, Specific gravity, Hydrostatic and heavy liquids method</p> <p>Crystallography of gemstones</p> <p>Seven-crystal system, Crystal axis, Elements of symmetry, Crystal forms and habits, Types of twinned crystals, Surface marking</p>		

Module - IV	Identification of rough crystals by observing Various gemstones Corundum ,Rubies and Sapphires, Beryl group, Emerald, Aquamarines etc. QUARTZ GROUP Various types of quartz crystalline and cryptocrystalline Garnet and feldspar groups , Tourmaline, topaz, peridot Synthesis of colour stones and synthesis of diamonds		
------------------------	--	--	--

Level	Code	Educational Component	Credit	Marks
6 Semester III		Theory		
	6301	Jewellery Designing - II	3	50
	6302	Diamond Grading	3	50
	6303	Technical Drawing	3	50
	6304	Gold Assaying, Refining & Hallmarking	3	50
		Lab/Practical		
	6305	Gold Assaying & Hallmarking practical	1.5	50
	6306	Jewellery Making Practical	1.5	50
On-Job-Training (OJT)/Qualification Packs On-Job-Training (OJT)/Qualification Packs				
Any one from following		Credits : 15	Marks 200	
Cast and diamonds-set jewellery - Merchandiser Design G&J/Q2302				
Jewellery Retail – Merchandiser G&J/Q8201				
Jewellery Retail - Store Manager G&J/Q8202				

Code	Educational Component	Credit	Marks
6301	Jewellery Designing - II	3	50
Module I	Urban and rural Jewellery designs Designing traditional jewellery : Bridal necklace ,Gold necklace, Rani haar, Choker, Fancy necklaces		
Module II	Designing for the local market Gold Jewellery, Diamond Jewellery Influence foreign Jewellery design on the Indian industry Emergence of the Jewellery Designers		G&J / Q2301
Module III	Rendering of different surfaces Perspective and technical drawing Findings / fittings, Free hand sketching, Scale drawing / measured drawing, Orthographic projections (continued), Stone layout methods Complex forms , Metal weights / contents Calculation form a given design Design to a given weight Designing for export markets based on Sources of information, Identifying characteristics, Trends, Fashions General design styles Recording information for the given markets Italy, Germany, U. K.		G&J / Q2301
Module IV	Working to given brief Export Market ,Indian Market ,Fashion Costume Jewellery Working to given time limit, Introduction, Overall design brief Specific requirements, Applied orthographic projections Ring, Brooch, Earring		

Code	Educational Component	Credit	Marks
6302	Diamond Grading G&J /Q2503 ,G&J /Q2502	3	50
Module I	History of Diamond The Dark Ages, The Middle Ages & Recent Times Physical Properties Of Diamonds : 4 -c's –Colour, Cut ,Celerity, Carat ,Simulation / Synthetic, Natural Inclusions ,Manmade Diamond		G&J/Q49 03
Module II	Optical Properties Of Diamonds Reflection, Dispersion, Faceting, Laster, Fluorescence		
Module III	Type of Diamond White, Pink, Green, Yellow , Blue & Champagne Diamonds		
Module IV	Diamond Cutting And Polishing & Grading Instruments used for grading and sorting of diamonds Importance of cutting, grading and sorting of diamonds		

Code	Educational Component	Credit	Marks
6303	Technical Drawing	3	50
Module I	Orthographic Views : Technical Drawings of Rings i. Flat band ii. Concave iii. Convex Fancy rings Technical Drawings of Pendants		G&J / Q2301
Module II	Technical Drawings of Earrings i. Stud		

	ii. Bali iii. Long Earring		
Module III	Perspective and technical drawing of Complex jewellery products Scale drawing/ measured drawing (minimum two projects)		G&J / Q2301
Module IV	Orthographic projections of complex Jewellery products ,Complex forms		G&J / Q2301

Code	Educational Component	Credit	Marks
6304	Gold Assaying, Refining & Hallmarking	3	50
Module I	Characteristics and Property of metals Properties of metals applicable in Jewellery Industry – Ductility, Malleability, surface tension & Absorption. Classification of Metal Groups ,Ferrous & Non-ferrous alloys		
Module II	Mining And Techniques- Surface Mining, Subsurface Mining and types. Casting methods Investment castings ,Sand castings ,Jewellery manufacturing flowcharts Process parameters, casting defects Mechanical methods of finishing and shaping Drawing, shaping, cutting, grinding, Polishing , Buffing, burnishing and demurring Chemical and electro processes in jewellery manufacture Processes and Parameters, Gold and rhodium plating ,Electro polishing Cyanide bombing Recovery by refining and recycling of gold		

	Need and importance ,Dust collection methods ,Refining processes		
Module III	<p>Alloys</p> <p>Importance of alloying ,Master alloys for different carat and colours</p> <p>Granulation process ,Carat calculation for alloys ,Concept of troy ounce in precious ,metals ,Physical properties and changes in gold, silver and copper alloy</p>		
Module IV	<p>Certification</p> <p>Hallmarking</p> <p>Introduction of Hallmarking, Certification of Gold, BIS Mark</p> <p>Indian Scenario ,BIS and Consumer Awareness</p> <p>Assaying and hallmarking</p> <p>Gold assaying and its importance ,Methods , Difficulties</p> <p>Customer angle, Role of BIS.</p> <p>Hazards during Jewellery manufacture</p> <p>Hazards due to use of Cadmium, Silica, Nickel and cyanide ,High temperature care ,Safety measures</p> <p>Heat treatment</p> <p>Introduction ,Importance of quenching, annealing, hardening and tempering, Effect of heat treatment on physical properties</p> <p>Quality control</p> <p>Importance of Q.C., Types of defects – soldering, setting and polishing ,Rectification , Q.C. check</p> <p>Marking customer satisfaction</p> <p>Care of jewellery</p> <p>Storage, wear and cleaning, Wardrobe tips</p> <p>Valuation</p>		G&J/Q85 02

Level	Code	Educational Component	Credit	Marks
6 Semester IV		Theory		
	6401	Environmental Studies	3	50
	6402	Jewellery Making - II	3	50
	6403	Computer Aided Jewellery designing -II	3	50
	6404	Jewellery Designing -III	3	50
		Lab/Practical		
	6405	Jewellery Designing	1.5	50
	6406	Gem Testing	1.5	50
On-Job-Training (OJT)/Qualification Packs On-Job-Training (OJT)/Qualification Packs				
Any one from following Credits : 15 Marks 200				
Cast and diamonds-set jewellery – Refiner G&J/Q3401				
Handmade Gold and Gems-set Jewellery - Assayer and Hallmark Administrator G&J/Q0402				

Code	Educational Component	Credit	Marks
6401	Environmental Studies	3	50
Module I	Definition, Scope and Importance of Environmental Studies ,Definition of Environment - Scope of Environmental Studies and its applications - Importance with respect to the society - Relationship of Environmental Studies with other subjects (Multidisciplinary nature of Environment)		
Module II	Ecosystem: Structure and Function Concept of Ecosystem - Biotic and abiotic components of ecosystem - Food Chain and Food Web - Ecological Pyramids - Energy Flow		
Module III	Environmental Pollution Water Pollution: Definition, sources and effects Air Pollution-Definition, sources and effects Noise Pollution-Definition, sources and effects Energy and Environment Solar Energy and its uses - Wind Energy - Tidal Energy - Hydro Power		
Module IV	Environment and Human Health		

	Water and airborne Diseases; Potential and widespread effects, water and airborne bacteria and viruses, -public awareness of sanitation and hygiene issues and role of NGOs WHO and other bodies and their role in public health project development		
--	---	--	--

Code	Educational Component	Credit	Marks
6402	Jewellery Making - II	3	50
Module I	Wax Modeling Reading the technical drawing ,Required information and tolerance Drafting and layout of the complex form Sequence of working Use of special equipment , Checking measurements and angles Carving various 3d forms (geometric and flowing), Metal to be used Finishing of the master, Sizing and shrinkage issue for fitting parts Sprue placement ,Thickness/ gauge consideration ,Detailing on master Investment ,Selection of mould frame ,Packing ,Vulcanizing ,Cutting of rubber ,Injection ,Requirement for written technical file Polishing and finishing ,Use of files for finishing Emery paper grades and proper use , Polishing stick/form Polishing materials (leather, strings, cloth etc.) ,Polishing compounds (liquid and solid) ,Cleaning methods/ material (detergent, pumice, brushes etc.) ,Other hand finishes (scratch brush etc.)		G&J / Q2301
Module II	Industrial finishing /plating Grinding ,Filing , Sanding, Sprue cutting ,Cleaning , Stripping and bombing ,Barrelling technique and media , Burnishing technique Industrial polishing and buffing technique, Steam cleaning ,Lapping		G&J / Q2301 G&J /Q3001 G&J /Q3201

Module III	Technical exercises Channel setting ,Flush setting ,Requirement for written technical file applied project work ,Indian market ,Fashion / costume ,Transfer of design information Form ,Surface ,Setting ,Metal type ,Production method ,Working from a design drawing		G&J / Q2301
Module IV	Creative experimentation with workshop technique Related to 2D design ,Direct with materials ,Working to given time limits ,Quality assessment		G&J / Q2301

Code	Educational Component	Credit	Marks
6403	Computer Aided Jewellery designing -II	3	50
Module I	Designing Complex shaped Rings		
Module II	Designing Pendants and Bracelets		
Module III	Designing Necklace and Chokers		
Module IV	Designing earrings		

Code	Educational Component	Credit	Marks
6404	Jewellery Designing -III	3	50
Module I	Introduction of Beading Material & tools Beads & other Materials ,Beads , Findings, Threads and Wires, Tools and Other Equipment Basic Bead Jewellery Techniques Method 1: Nylon-coated Wire with Crimp Beads Method 2: Practice of steel / Silver wire knotting		G&J / Q2301

	<p>Method 3: Nylon-coated Wire with Crimp Beads</p> <p>Method 4: Gimp with Beading Thread</p> <p>Method 5: Using Beading Thread</p> <p>Method 6: Basic Earring Making</p> <p>Method 7: Headpins & Brooches</p> <p>Method 8: Knitted Bead Necklace</p> <p>Method 9: Necklace Threading /strings</p> <p>Method 10: Jewellery Making with scrap material</p> <p>Male& female Watches</p> <p>Pen studded with diamonds/colour stones ,Belt buckle ,Sunglasses and frames , Footwear’s buckle ,Hairpin/Back pin ,Mobile cover along with charms, Purses, bags & wallets ,Hat & millinerics</p>		
Module II	<p>DETAILED COSTING</p> <p>Introduction to metal types, Stone types and carat, Weight ,Any other material, Fitting and findings</p> <p>DESIGNING AROUND TECHNIQUES</p> <p>Casting , Stamping, Filligree , Granulation, Acid Etching ,Enamelling</p> <p>Texturing, Oxidising, Forging ,Sand Blasting</p>		G&J / Q2301
Module III	<p>Competition style presentations</p> <p>Introduction to Clarity of information ,Overall impact ,Composition</p> <p>Colour ,Context, Standard format , Technical information , Exercise using example design, Competition entry</p> <p>Design for export markets</p> <p>USA , Far East, Japan</p> <p>Working to given brief</p> <p>Export market ,Indian market ,Fashion/Costume</p>		G&J / Q2301

	<p>Modification of the 2D Design - as per client requirement</p> <p>Modification of the 3D Design - as per client requirement</p> <p>Weight estimates , Codification of design, Cataloguing, Presentation in 4 views ,Output on CAM</p> <p>Competition design</p> <p>Project brief particulars ,Design Development ,Design Refinement , Design Rendering, Design Presentation</p> <p>Orthographic Views :</p> <p>Technical Drawings of Rings</p> <ul style="list-style-type: none"> i. Flat band ii. Concave iii. Convex <p>Fancy rings</p> <p>Technical Drawings of Pendants</p>		
Module IV	<p>Technical Drawings of Earrings</p> <ul style="list-style-type: none"> i. Stud ii. Bali iv. Long Earring <p>Perspective and technical drawing of Complex jewellery products</p> <p>Scale drawing/ measured drawing (minimum two projects)</p> <p>Orthographic projections of complex Jewellery products , Complex forms</p>		G&J / Q2301

Level	Code	Educational Component	Credit	Marks	
7 Semester V		Theory			
	7501	Theme Based Jewellery Designing - I	3	50	
	7502	Indian Market	3	50	
	7503	Jewellery Making - III	3	50	
	7504	HRM Product Development & Branding	3	50	
		Lab/Practical			
	7505	Theme based Jewellery Designing	1.5	50	
	7506	Imitation Jewellery	1.5	50	
On-Job-Training (OJT)/Qualification Packs On-Job-Training (OJT)/Qualification Packs					
Any one from following Credits : 15 Marks 200					
On-Job-Training (OJT)/Qualification Packs					
Cast and diamonds-set jewellery - Product Development Manager G&J/Q2305			(Any one)	15	200
Handmade Gold and Gems-set Jewellery - Procurement Manager - Raw Materials G&J/Q0301					

Code	Educational Component	Credit	Marks
7501	Theme Based Jewellery Designing - I	3	50
	STATE PROJECT Research on respective state of any country Selection of subtopic in each state for designing ,Individually Selection and finalization of design Manufacturing pieces Submission of pieces and booklet		

Code	Educational Component	Credit	Marks
7502	Indian Market	3	50
Module I	Structure of the Indian Jewellery Industry Designing Indian Jewellery Kundan Meena Jewellery of Rajasthan Gold Jewellery of Rajkot Temple jewellery of Kerala Terracotta jewellery of Bengal Art of Filigree- Orissa		
Module II	Urban and rural Jewellery designs Designing traditional jewellery : Bridal necklace Gold necklace Rani haar Choker Fancy necklaces		G&J / Q2301
Module III	Designing for the local market Gold Jewellery Diamond Jewellery Influence foreign Jewellery design on the Indian industry		G&J / Q2301
Module IV	Emergence of the Jewellery Designers		

Code	Educational Component	Credit	Marks
7503	Jewellery Making - III	3	50
Module I	Making Master model from metal with dimensions Making Master model from wax Making Master model from metal Casting – Different types and procedure Casting Defects – Identification and problem solving Post casting Process Quality Control		
Module II	Stone setting Different types Bezel , Prong , Pave , Channel , Illusion , Invisible		
Module III	Polishing and Plating		
Module IV	Computer Aided Jewellery Manufacturing Stamping and Pressing Die Cutting		

Code	Educational Component	Credit	Marks
7504	HRM Product Development & Branding	3	50
Module I	Introduction to Human Resource Management : Concept , Scope , Importance , Objectives and functions Personnel Management vs Human Resource Management Human Resource planning , Recruitment and Selection Manpower planning , Methods of manpower planning- Conventional Vs Strategic planning		

	<p>Recruitment – Meaning, Sources of Recruitment , Modern trends in Recruitment</p> <p>Selection : Meaning and importance , Steps in Selection procedure , Interviews, Types of Interview, Test, types of testes,</p> <p>Induction , Job changes , Transfers, Promotion , Demotion , Separation</p>		
Module II	<p>Human resource Development : Training – Need for Training – Objectives – Approaches – Methods of training – Training Environment – Areas of Training – Training Evaluation – Executive Development- Process and Techniques</p> <p>Performance appraisal and Career planning : Need and importance – Objectives – process – Methods and problems of performance appraisal – Concept of career planning – Features – Methods – Uses – Career development</p> <p>Grievance Redressal: Meaning and causes of grievances – Procedure of grievance handling – Absenteeism – Discipline – Essentials of good discipline system</p> <p>Product development and process</p> <p>Requirements of product development</p>		
Module III	<p>Types of Brand</p> <p>Family branding/ Umbrella branding</p> <p>Corporate branding</p> <p>Individual branding</p> <p>Other focus</p> <p>Role of Advertisement in Jewellery trade</p> <p>Advantages of Jewellery Exhibitions & Trade Fairs</p> <p>Publicity</p> <p>Role of celebrity Endorsement in Jewellery Business</p> <p>Branded Jewellery</p> <p>Non Branded Jewellery</p>		G&J/Q83 04

Module IV	Advertisements Advertising: Definition, Meaning & Importance. Presentation of Jewellery Designs Advertisement Objectives & Scope Types of Advertising: Local Advertising ,National Advertising Retail Advertising Business Advertising Trade Advertising Industrial Advertising Social Advertising Classified and Display Advertising. Various advertising media Factors Influencing Media Decision		
----------------------	--	--	--

Level	Code	Educational Component	Credit	Marks
7 Semester VI		Theory		
	7601	Jewellery Making -IV	3	50
	7602	Theme Based Jewellery Designing - II	3	50
	7603	Gemmology -II	3	50
	7604	Retail Management and Visual Merchandising	3	50
		Lab/Practical		
	7605	Quality Control, Melting and refining	1.5	50
	7606	Theme based Jewellery Designing	1.5	50
On-Job-Training (OJT)/Qualification Packs On-Job-Training (OJT)/Qualification Packs				
Any one from following		Credits : 15	Marks 200	
Handmade Gold and Gems-set Jewellery - Production Manager (Handmade Jewellery) G&J/Q0101				
Handmade Gold and Gems-set Jewellery - Gold Melter and Refiner G&J/Q0401				

Code	Educational Component	Credit	Marks
7601	Jewellery Making -IV	3	50
	Manufacturing of Theme based Project and use of manufacturing Techniques related to individual designs		

Code	Educational Component	Credit	Marks
7602	Theme Based Jewellery Designing - II	3	50
	FINAL PROJECT Selection of topic ,Research work Concentration on topic and design Conceptualization Selection of designs of gathering raw materials Manufacture designs and selected Submission of research booklet Submission of design of and manufactured pieces		

Code	Educational Component	Credit	Marks
7603	Gemmology -II	3	50
Module I	Study of Precious and Semiprecious Gemstones Corundum , Rubies and Sapphires, Beryl group, Emerald, Aquamarines etc. QUARTZ GROUP Various types of quartz crystalline and cryptocrystalline Garnet Feldspar groups		

	Tourmaline Topaz Peridot		
Module II	Study of Rare Gemstones Variscite Azur-malachite Kaynite Larimar Epidote Azurite etc		
Module III	Study of Organic Gemstones Mop Amber Coral Pearl		
Module IV	Synthetic and stimulants Synthesis of colour stones and synthesis of diamonds		

Code	Educational Component	Credit	Marks
7604	Retail Management and Visual Merchandising	3	50
Module I	STORE DISPLAY Space and Layout Departments and Products Store Lighting Ambience Signage / Branding		G&J/Q83 02

	<p>WINDOW DISPLAY</p> <p>Budget ,Space and Props</p> <p>Colour , Seasons ,Promotions. Lighting</p> <p>Styling</p>		
Module II	<p>PRODUCT MERCHANDISING</p> <p>Product Story</p> <p>Product Branding</p> <p>Product Packaging</p> <p>Marketing ,Project – Visual Merchandising</p>		<p>G&J /Q2302</p> <p>G&J /Q2305</p>
Module III	<p>Retail Marketing</p> <p>Definition and Scope of Retailing</p> <p>Growth of Retailing Industry</p> <p>Characteristics of Retailing</p> <p>Activities of Retailers & Classification of Retailers</p> <p>Functions Of Retailing</p> <p>Importance of Retail Sector</p> <p>Retailing Scenario at Global and Indian Context.</p> <p>Relationship Marketing in Retailing</p> <p>Consumer Behaviour in the Retail Context</p> <p>Retailing precious as well as costume Jewellery</p> <p>Marketing Communications:</p> <p>Advertising, personal selling, sales promotion, public relations, and direct marketing</p> <p>Marketing of Jewellery</p> <p>7P's of Marketing</p>		<p>G&J/Q83</p> <p>03</p> <p>G&J/Q84</p> <p>02</p>

	Product ,Price ,Promotion ,Place ,Packaging People, Positioning ,Service Marketing, Ecommerce		
Module IV	Sales Promotion Definition Steps for Increasing Sales Personal Selling Publicity		G&J/Q83 03