

**Department : Post Graduate Diploma in Perfumery and Cosmetic
Management**

Class : SY – PGDPCM

Section I : Perfumery & Cosmetics

- 1. Perfumery II**
- 2. Cosmetics III**
- 3. Cosmetics IV**
- 4. Decorative Cosmetics**

Section II : The Commerce / Managerial Modules

- 1. Entrepreneurship & Strategic Development**
- 2. Marketing Management**
- 3. Context of Business Enterprise**
- 4. Management Accounting And Costing**

I . PERFUMERY - II

Current Syllabus :

1. Basic Alcoholic Perfumery
2. Functional Perfumery
3. Manufacturing and Packaging processes of Perfumes

Updated Syllabus :

1. Advanced Fragrance Delivery Systems
2. Odour Perception Measurement Techniques
3. Flavours

II. COSMETIC - III

Current Syllabus :

1. Basic Cosmetic Skin care products - Emulsions, Cream and Lotions
2. Specialty products – Sun protection, Skin lightening etc
3. Herbal Cosmetics, Cosmeceuticals and ISI Guidelines

Updated Syllabus :

1. Advance Organic & Herbal Cosmetic Formulation and Standardization
2. Scale Up Studies
3. Advance Manufacturing Process of Cosmetics

III. COSMETIC - IV

Current Syllabus :

1. Soaps, Cleansing Preparation for skin, hair and teeth
2. Cosmetic Product Development Sequence and Logic
3. Techniques of Product Development
4. Market Trends in Cosmetics and Toiletries

Updated Syllabus :

1. Cosmeceuticals
2. Delivery Systems Used in Cosmetics
3. Nutri - Cosmetics
4. Product Brief & It's Optmization

IV. DECORATIVE COSMETICS

Current Syllabus :

1. Colour science

2. Pigments and dyes, Colour cosmetic formulations
3. Beauty and salon treatment
4. Aromatherapy

Updated Syllabus :

1. New Development/Current Trends in Formulations
2. New Development/Current Trends in Raw Materials
3. New/Current Trends in Make – Up Industry

V. MARKETING MANAGEMENT

Current Syllabus :

1. What is marketing
2. An examination of the ways in which environmental and competitive factors affect markets.
3. The nature of market dynamics: customers, consumers and consumer
4. decision- making.
5. The market research process, methods and techniques used to understand and monitor markets.
6. Identifying and satisfying market needs: segmentation, targeting and positioning
7. The nature and uses of marketing information
8. Marketing mix programmes: product policy, pricing, communications, distribution management, customer service
9. Brand Management

VI. CONTEXT OF BUSINESS ENTERPRISE

Current Syllabus :

1. What Definitions, Characteristics of Entrepreneur

2. Leadership, Product selection and Pricing,
3. Location decision, Psychology of Winning,
4. Management of Conflicts, Stress and Time,
5. Successful Person Practices, Positive Thinking, Management of Resources,
6. Business and Personal Taxation, Role of Government,
7. Enterprise Sickness and Remedies
8. Introduce to Enterprise Strategy: the Nature and Purpose of Enterprise
9. Strategy; Competitive advantage; Value adding; the value chain; Value constellation; Economic concepts.
10. Risk and Innovation: the economic analysis of risk taking; Introduction to the economics of innovation; Risk management; Technology; Government policy

VII. ENTREPRENEURSHIP & STRATEGIC ENTERPRISE DEVELOPMENT

Current Syllabus :

1. Globalization-Forms of globalization, implications and impacts of globalization, globalization and Indian Business.
2. Corporate governance, Business growth and expansions and its consequences, corporate social responsibility.
3. Forms of Multinational Corporations.
4. Impact of WTO and labor Market issues and Patents.
5. Dimensions of organizational culture, International Cultural Contrasts in value and Motivation.
6. Regulatory and legal constraints on Business-law of contract; Company law, Labour laws, Liability civil and criminal
7. Environmental and regulatory matters relating to Aroma trade & industry

VIII. MANAGEMENT ACCOUNTING & COSTING

Current Syllabus :

1. Comparative & Common size statements
2. Financial Ratios
3. Management of Working Capital
4. Budgeting
5. Cost-Volume-Profit Analysis
6. Relevant Costs for Decision Making
7. Full costing and Marginal Costing Techniques