

PROGRAMME: P. G. Diploma in Apparel Merchandising & Management

Semester I

Subject	TC	Th C	Pr C	Int M	Ext M	Total
Apparel Designing and construction	04	-	04	50	50	100

OBJECTIVES: PRACTICAL

1. To enable the students to focus on design details, creation of styles and rendering.
2. To understand the different methods of pattern making.
3. To develop the skills and ability to design and develop draft patterns for different garments, based on body measurements and adaptations.
4. To develop skills in handling different fabrics, decoration and quality of finishing of garments.

Module No.	Objective	Content	Evaluation
1.	The learner will be able to: 1. Illustrate the Basic croqui, different parts of apparel & accessories.	<ol style="list-style-type: none"> 1. Introduction to Apparel designing and Illustration. 2. Aspects of Designing : <ul style="list-style-type: none"> • Elements of Design • Principles of Design 3. Illustration of different parts of apparel <ul style="list-style-type: none"> • Yokes, Sleeves, Collars, Skirts (each 10 patterns) 4. Sketching of different Croquis (Front, Back and side view, ¾ view) 5. Sketching of Accessories (Hats, Foot wears, Bags & Purses, Jewellery) 6. Illustration of theme based Apparels <ul style="list-style-type: none"> • Casual Wear • Functional Wear • Ethnic Wear • Party Wear 	Internal Assessment

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Module No.	Objective	Content	Evaluation
2.	<p>The learner will be able to:</p> <p>1. Develop bodice block and ability to design various patterns.</p> <p>2. Develop skills in designing and adaptation of theme based apparels as per current fashion.</p>	<p>1. Taking Body Measurement, Preparing Measurements chart</p> <p>2. Preparing Bodice basic block</p> <p>3. To develop paper pattern and construct the garments on given Themes:</p> <ul style="list-style-type: none"> • Casual wear: Denim Jeans • Functional Wear: Blazer with linings/Gents Kurta <p>4. To adopt patterns and construct the fashion apparels on the given Theme:</p> <ul style="list-style-type: none"> • Ethnic Wear: (Any one) <ul style="list-style-type: none"> - Ghagra Choli - Patiyala/Afgani salwar and Designer’s Kurta • Party Wear:(Any one) <ul style="list-style-type: none"> - Evening Gown on any suitable dress with embellishments • Western or Indo-western outfit(Any one) <ul style="list-style-type: none"> (Either one/two/three piece as per current trend or prevailing fashion) - Trousers and Top - Skirt and Top 	Internal assessment

EVALUATION:**Continuous Internal Assessment- 50 Marks****External Examination- 50 Marks (Duration -5 hrs.)****References:**

Sr. No.	Author	Title of the Book	Year of Publication	Name of the Publisher
1.	Ireland,Patrick John	Fashion Design Illuatration	1993	B.T.Batsford Ltd., London
2.	Mcklevey, Kathryn & Munslow	Illustrating Fashion-2 nd Edition	2007	Blackwell Science Ltd., Oxford
3.	Drake, Nicholas	Fashion Illustration today	1994	Thames & Hudsons Ltd., London
4.	Mcklevey, Kathryn & Munslow	Fashion Source Book	1994	Blackwell Science Ltd., Oxford
5.	Seaman, Julian	Professional Fashion Illuatration	1995	B. T. Batsford Ltd., London
6.	Tate, Sharon Lee & Edwards	The Complete Book of Fashion Illustration	1996	Prentice Hall Inc., Eaglewood Cliffs
7.	Erwin Marble	Practical Dress Design	1964	Mac MillanCo. New York
8.	Ireland Patrick	Basic Fashion Design	1972	Batsford Ltd. London B.T.
9.	Armstrong H.	Pattern Making for Fashion Designing	1987	Harpes & Row publishers, New York
10.	Minott J.	Fitting commercial patterns	1978	Minneapolis:

				Minnesold Burgess Publishing Co.
11.	Stanley H.	Modelling & Flat cutting for Fashion	1977	Hutchison & co.publishers Ltd.
12.	Zarapkar K.R	System of cutting		Zarapkar Tailoring college, Bombay.
13.	Strickland Gertude	A Tailoring Manual	1976	MacMillan NewYork.
14.	Reader's Digest	Complete Guide to sewing	1982	Digest Asso.
15.	Fashion from concept to consumer (Mfg. of fashion)	Ginistephens Frings	1987	Prentice-Hall, Inc, Englewood Cliffs, NewJersey.
16.	Clothing for Moderns	Mabel.D.Erwin Lila Kinchen		The MacMillian Company, New York.
17.	Metric Pattern cutting-3 rd Edition	Winfred Aldrich	1999	Mills & Boon Ltd. Great Britan.
18.	More dress Pattern Designing	Bray Natalie	1978	Revada Publishing

Semester I

OBJECTIVES:

This course will enable students to

1. Acquire knowledge of different physical properties of fabric & garments in Apparel Industry.
2. Analyze the utility of different physical testing equipment's.
3. Analyze and interpret the results obtained by carrying out various tests.

Course	TC	Th C	Pr C	Int M	Ext M	Total
Quality Norms & Standards for Apparel	4	2	2	50	50	100

Theory

Module No.	Objective	Content	Evaluation
1	<p>This module will highlight -</p> <ol style="list-style-type: none"> 1. Importance of quality & standards. 2. Acquire Knowledge of different types of care labels. 3. Develop an understanding for managing quality in Apparel Industry. 	<p>Definition and importance of quality & standards.</p> <ul style="list-style-type: none"> • Importance of quality & standards. • Benefits of standards. • Levels & sources of standards. <p>2. Care labeling of Apparels.</p> <ul style="list-style-type: none"> • General information. • Care symbols. • Care labeling regulations. <p>3. Managing quality in Apparel Industry.</p> <ul style="list-style-type: none"> • Tools of quality. • Managing quality through inspection. • Managing quality through testing. 	<p>Assignment Quiz 10 marks</p>

Module No.	Objective	Content	Evaluation
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2	<p>The students will -</p> <ol style="list-style-type: none"> 1. Acquire Knowledge of different physical properties of fabrics. 2. Develop an understanding of utility of different physical testing equipment's 3. Enable students to analyze and interpret the results obtained by carrying out various tests. 4. Develop an understanding of utility of different materials testing. 5. Quality Control in Apparel Industry through Textile testing. 	<p>Textile testing for product evaluation</p> <ol style="list-style-type: none"> 1. Introduction 2. Precision & accuracy of test methods. 3. Atmospheric conditions for testing. 4. Apparel fabric testing <ul style="list-style-type: none"> • Strength • Stretch • Thickness • Dimensional change • Durable Press evaluation • Sew ability of fabrics • Abrasion resistance • Water resistance • Water repellency • Pilling • Soil & stain release testing • Bow & Skewness • Snagging 5. Colorfastness Tests- <ul style="list-style-type: none"> • Colorfastness to Washing, (5 tests) • Colorfastness to Rubbing • Colorfastness to light • Colorfastness to Sublimation • Colorfastness to Dry-Cleaning • Colorfastness to Perspiration • Colorfastness to Frosting • Colorfastness to Burnt gas fumes 6. Testing Bonded & Laminated fabrics 7. Testing of Trimmings <ul style="list-style-type: none"> • Sewing Threads • Fusible Interlinings • Elastic Waistbands • Zippers • Buttons • Snap Fastners 	<p>Assignment Quiz 15 marks</p>
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		3. Interpretation of results according to end use.	
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Practical

Module No.	Objective	Content	Evaluation
3	<p>This module will enable the students to</p> <ol style="list-style-type: none"> 1. Develop an understanding of different testing methods for testing textile materials 2. Acquire skill of operating testing equipment's. 3. Learn to interpret and compare the results obtained by testing various fabrics. 	<p>Fabric performance tests</p> <ol style="list-style-type: none"> 1. Thickness (cotton, Knitted. Interlining) 2. Tensile strength (2 samples Cotton, Blended) 3. Tearing strength (2 samples Cotton) 4. Abrasion test (Flat, Edge) 5. Pilling (Cotton, Blended, knitted) 6. Dimensional stability (Cotton) 7. Flammability test 8. Drape test 9. Colour fastness tests <ul style="list-style-type: none"> •Washing (Any 1 test) <ul style="list-style-type: none"> •Rubbing •Dry cleaning •Perspiration • Sublimation • Sunlight 	Assignment Quiz 10 marks
Module No.	Objective	Content	Evaluation

4	<p>The students will be able - 1. To inspect, measure and evaluate characteristics and properties of textile materials.</p> <p>2. Evaluate fabric performance, to determine its end use.</p> <p>3. Assess textile product performance & to use test result to make predictions about product performance.</p>	<p>Garment testing</p> <ol style="list-style-type: none"> 1. Sewing thread testing 2. Seam strength test 3. Zipper testing 4. Wear testing 5. Testing for impact resistance of plastic sew-through flange buttons 6. Testing for resistance to unsnapping of snap fasteners. 	<p>Assignment Quiz (15 marks)</p>
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EVALUATION:

1. Internal: Theory –25 + Practical - 25 =50 marks
2. External: Theory - 25 + Practical - 25 = 50 Marks
3. Total : Internal 50 + External 50 = 100 marks

REFERENCES:

S. No.	Title of the Book	Author
1	An Introduction to Quality Control for Apparel Industry	Mehta Pradip V.
2	A.S.T.M. – Standards	American Society for testing materials
3	BIS Handbook of Textile Testing	Bureau of Indian Standards New Delhi, India
4	Handbook of Methods of Tests for cotton fibers, yarns and fabrics	Sundaram V.
5	I.S.I. Bulletin	Indian Standard Institution
6	Managing Quality in Apparel Industry	Mehta P.V, Bharadwaj S.K
7	Physical Testing	Angappan P.
8	Principles of Textiles Testing	Booth J.E.

9	Quality Assurance for Textiles & Apparel	Kadolph, Sara
10	Textile Testing and Analysis	Collier Billie, Epps, Helen
11	Textile Testing	Skinkle. H.
13	The Hand Book of Textile Testing and Quality Control	Grover & Hamby
14	The Introductory Textile Science	M.L. Joseph

Semester I

Subject	TC	Th C	Pra C	Int M	Ext M	Total
Financial Management in Apparel Industry	4	4	-	50	50	100

Objectives: Theory

Module No	Objective	Content	Evaluation
1	Gain knowledge of principles and concepts used in financial decision making	Finance Management- an Overview Finance and Related Disciplines; Scope of Financial Management; Objectives of Financial Management; Primary Objective of Corporate Management; Agency Problem; Organization of Finance Function; and Emerging role of Finance Managers in India.	25
2	To be able to find out the best course of action among several financial options	Capital Budgeting – Principles and Techniques Nature of Capital Budgeting; Data Requirement; identifying Relevant Cash Flows; Evaluation Techniques; and Capital Budgeting Practices in India Capital Budgeting – Additional Aspects Net Return Value; Internal Rate of Return; Profitability Index Methods – A Comparison; Project Selection Under Capital Rationing; and Inflation and Capital Budgeting. Analysis of Risk and Uncertainty in Capital Budgeting Description and Measurement of Risk; and Risk Evaluation Approaches.	25
3	To gain the understanding to apply financial concepts and principles in overall	Designing Capital Structure Profitability Aspect; Liquidity Aspect; Control; Leverage Ratios for other Firms	25

	management of an employee	<p>in the Industry; Nature of Industry; Consultation and Investment Bankers and Lenders; Maintaining Maneuverability for Commercial Strategy; Timing of Issue; Characteristics of Company; Tax Planning; and Capital Structure Practices in India.</p> <p>Working Capital Management – An Overview: Nature of Working Capital; Planning of Working Capital; Computation of Working Capital; and Management of Working Capital in India.</p> <p>Management of Cash and Marketable Securities: Motives for Holding Cash; Objectives of Cash Management; Factors Determining Cash Needs; Basic Strategies of Cash Management; Cash Management Techniques / Processes; Marketable Securities; and Cash Management Practices in India.</p> <p>Receivable Management: Objectives; Credit Policies; Credit Terms; and Collection Policies</p> <p>Inventory Management: Objectives; and Techniques.</p> <p>Working Capital Financing: Trade Credit; Bank Credit; Commercial Papers; Certificate of Deposits (CDs); and Financing.</p>	
Module No	Objective	Content	Evaluation
4	To have an idea as how financial management decisions are taken in the public sector undertaking.	<p>Corporate Restructuring:</p> <p>Conceptual Framework; Financial Framework; Tax Aspect of Amalgamation; Merger and De-mergers; Legal and Procedural Aspects of Mergers/Amalgamations</p>	25

		<p>and Acquisition/Takeovers; and other forms of Corporate Restructuring.</p> <p>15. Financial Management of Public Sector Undertakings (PSUs): Peculiarities of PSUs with Focus on Accounting and Finance; Financial Decisions in PSUs; Memorandum of Understanding (MoU) in PSUs; and Disinvestment in Public Sector Enterprises.</p>	
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Assignments

- Introduction to Long Term Sources of Finance
- Equity/Ordinary Shares: Fundamentals of Equity Shares; and Issue Procedures.
- Term Loans, Debentures / Bonds and Securitization:
- Terms Loans; Debentures/Bonds/Notes; and Securitization.
- Hybrid Financing Instruments: Preference Share Capital; Convertible Debentures/ Bonds; Warrants; and Options
- Venture Capital Financing: Theoretical Framework; and Indian Venture Capital Scenario.

Evaluation:

Internal = Evaluation of all four modules $25 \times 4 = 100/2 = 50$ marks

External exam = 50 marks

References

1. Alexander, G.J. (2001) Fundamentals of investment, Pearson Education India, New
2. Banwait, S. S. (2008) Portfolio Management Theories and Practices, Cyber Tech Publication, Daryaganj, New Delhi
3. Bhasin N. (2014). Indian Financial System. New Century Publications, New Delhi, India. ISBN 978-81-7708-392-7
4. Brealey and Meyers: Principles of Corporate Finance; Tata McGraw Hill, New Delhi, 2008.
5. Chandra, Prasana: Financial Management; Tata McGraw Hill, New Delhi, 2008
6. Dutta, A. (2003) Penguin Guide to Personal Finance, Penguin Books, New Delhi.
7. Gitman, L.J: Principles of Managerial Finance; Addison Wasley, 2009.
8. Keown, Martin, Petty and Scott (Jr): Financial Management: Principles and Applications; Prentice
9. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi, 2008.
10. Kishore Ravi, M: Financial Management; Taxman, 2006.
11. Lal, J.(2000) Personal Investing, Penguin Books, New Delhi
12. Morris, K.M. (1999) Wall Street Journal Guide to Understanding Money and Investment,
13. Pal R. (2016). Economic and Financial Sector Reforms in India. Delta Book World, New
14. Pandey IM. (2006). Financial Management. 9 th edition. Vikas Publishing House Pvt. Ltd.
15. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi, 2005.
16. Ramesh Babu, G. (2005) Financial Services in India, Concept Publishing Company,
17. Singh, P. (2008) Dynamics of Indian Financial System: Markets, Institutions and services, Ane Books Private Limited New Delhi
18. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi, 2002.

Semester I

Subject	TC	Th C	Pra C	Int M	Ext M	Total
Retail management	4	4	-	50	50	100

Objectives : Theory

Module No	Objective	Content	Evaluation
1	To gain knowledge of retail in India & abroad Functioning of Retail Store	Introduction to Retailing Evolution of Retailing Importance of Retailing Types of Retailing Retail environment Retailing in India –Growth of retail FDI, Future trends	25

Module No	Objective	Content	Evaluation
2	To be able to select perfect location To understand the importance of location Understand store – staff requirement Negotiations with buyers and suppliers Costing of apparels	Selection of Retail Location Factors to be considered Store management system – staff Store management Role of visual merchandising Information technology in Retail Merchandise pricing	25 To study retail shops for layout plans and present report

Module No	Objective	Content	Evaluation
3	To understand requirement of store for display & design accordingly To know various sales promotional techniques	Nature and scope of retail market Retail Marketing & Sales Promotion Customer Relationship Management Supply chain management Marketing management Requirement of effective selling	25

Module No	Objective	Content	Evaluation
4		Ethical & Legal issues in Retailing	25

		-Moral philosophy, compliance Environmental Orientation -waste reduction -recycling -supplier, consumer, employer relationship Careers in Retailing	
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Evaluation:

Internal = Evaluation of all four modules $25 \times 4 = 100/2 = 50$ marks

External exam = 50 marks

References

- 1) Bateman, Thomas S. Snell, Scott A, 2003: Management: Competing in the new era. (5th Ed), New Delhi, Tata Mcgraw-Hill Publishing Co-Ltd.
- 2) Chetan Bajaj, Rajnish Tuli, Nidhi V. Shrivastava, Retail Management, Oxford University Press 2005
- 3) Donnellan, John 1996, Merchandise buying & management, New York Fairchild Publications.
- 4) Gibson G Vedmani, Retail Management-Functional Principals and Practices, 4th edition, Jaico Publication
- 5) Govindarajan, M & Natrajan, S, 2005: Principles of Management, New Delhi, Prentice Hall of India Pvt Ltd.
- 6) Kotler, Philip & Keller, Kevin Lane, Marketing Management.
- 7) Kuldeep Singh Retail Management in New Dimentions
- 8) Pratik M. Dunne Robert F Lush, Retail Management Cengage Learning 2008
- 9) Sherlekar, S. A., 1985, Marketing Management (13th Rev Ed) Mumbai, Himalaya Publishing House.
- 10) Stone, E., 1985, Fashion Merchandising 4th Ed, New York Macmillan Book.
- 11) Swapna Pradhan, Retail Management, Tata Mcgraw Hill Pub, Co, Ltd, New Delhi.
- 12) www.textilemaster.net, Pocket Textile Merchandising & Marketing Expert.

Semester I

Subject	TC	Th C	Pra C	Int M	Ext M	Total
Trimmings & Accessories in Apparel Industry	4	4	----	50	50	100

Objectives : Theory

To know various trimmings & accessories used in apparel industry.

To collect information about manufacturers & suppliers

Understand the application of it

To make effective use of it in enhancing the value of apparels

Find related material suppliers

Module No	Objective	Content	Evaluation
1	Get acquainted with the trimmings and accessories used in industry	Meaning of trimmings and accessories Role and functions of accessories in apparel industry Terminology used in industry Beaded, Fringe, Drapery, Lace, Braid, Eyelet, collars etc	25

Module No	Objective	Content	Evaluation
2	Have knowledge of different aspects of garment manufacturing Understand buyers requirement Negotiations with buyers and suppliers Costing of garments Managing cash flow	Types of accessories available in market List of Garment Accessories: Thread Zipper Interlining Button for example: Snap button, Plastic button, .Metal button. Label: Main label , Size Label, Wash care label Motif: Leather, Plastic, batch Metal Pocketing fabric Lining Velcro Elastic Cord Ribbon Toggles Rivet Collar bone. Categories according to the material used for accessories – Fabric, Leather, Metal, thread etc <ul style="list-style-type: none"> • Buyers requirement • Knowledge of suitable trimmings and accessories in garment construction 	25

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Module No	Objective	Content	Evaluation
3	To make effective use of trimmings and accessories Make garments more attractive and increase their market value. Selecting accessories and trimmings according to the changing requirement	User of trimmings and accessories In window display Use of trimmings and accessories in home textile – curtain tapes, rings, flap frills etc Use of accessories in apparel industry- Applications of trimmings and accessories according to various age groups, occasions etc. Customized applications of trimmings and accessories	25

Module No	Objective	Content	Evaluation
4	To have knowledge of suppliers and manufacturers in the market To be able to get required and suitable material in time and with suitable price and in sufficient quantity Using effectively to maintain the budget	Suppliers and manufacturers of trimmings and accessories Effect of trimmings and accessories on Costing of apparels Care of trimmings and accessories	25

Evaluation:

Internal = Evaluation of all four modules $25 \times 4 = 100/2 = 50$ marks

External exam = 50 marks

REFERENCES:

- 1 Anchor needle & thread (2007 & 08 series)
- 2 Anchor-educational service-(2007 & 2008 series)
- 3 Anita Aarrison (1994) The step by step Art of Ribbon work, Published by Chartwell books Inc.
- 4 Caroline Ollard , The complete book of needle craft.

- 5 Ellen Goldstein, Lyrich Sarah, Micole Malone, Making leather handbags.
- 6 Locias Calder's, Creative crochet.
- 7 Lucinda Ganderton, The new needle craft project book
- 8 Mary Jo Hinely, Fabulous Fabrics, Published by Sterling Publication co., New York.
- 9 Pam Dawson (1985) Complete guide to crochet, Published by Marshall Cavendish Books Ltd.
- 10 Retro, Chic, luxurious, Making handbags

Journals

1. The Indian Textile Journal
2. Clothes line

E bliography

1. www.textilelearner.blogspot.in/
2. www.trimmings.co.za/a_loophook.htm
www.simplicity.com/
3. www.gerster.com/en/produkte
4. www.globalsources.com
5. www.mjtrim.com

PROGRAM
PG DIPLOMA IN QUALITY ASSURANCE IN APPAREL INDUSTRY

Department—Textile science & Apparel design

Faculty -- Home Science

Semester II

OBJECTIVES:

- To enable the students to get acquainted with the latest garment / clothing manufacturing technology related to the current practice in the clothing industry .
- To impart knowledge about the latest modern equipments and machines used in the garment industry.
- To make students aware of the importance of maintaining quality standards during production.

Course	TC	Th C	Pr C	Int M	Ext M	Total
Production Management	4	4	-	50	50	100

Module No.	Objective	Content	Evaluation
1	<p>The learners will be able to</p> <ul style="list-style-type: none"> • understand the structure of the garment industry. • get acquainted with the different departments of the garment industry. • gain knowledge about the latest modern equipments and machines used in the 	<p>Introduction to the background and structure of the garment/clothing industry.</p> <p>The Organizational Structure of a Garment Factory</p> <p>Principles of management</p> <p>Various departments</p> <p>Design Department</p> <p>Marketing Department</p> <p>Finance Department</p> <p>Purchasing Department</p> <p>Production Department</p> <p>Operations Department</p> <p>Quality Control Department</p>	<p>Assignment:</p> <p>students visit to various dept. of garment industry and writing report</p> <p style="text-align: center;">25 Marks</p>

	<p>garment industry</p> <ul style="list-style-type: none">• understand the importance of maintaining quality standards during production		
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Module No.	Objective	Content	Evaluation
2	<p>The learner will be able to -</p> <ul style="list-style-type: none"> • get knowledge about the latest modern equipments and machines used in the garment industry • Gain knowledge on garment manufacturing technology • Get acquainted with the Sam`s Systematic Analysis of minutes • get acquainted with Industrial Machineries used in Apparel Industry • understand Management and Managerial Skills 	<p>A) Manufacturing technology ,Merchandising and Production Management. Planning time and action plan-(order confirmation to shipment)</p> <p>Placement & Cutting Room -</p> <ol style="list-style-type: none"> 1) Marker Planning 2) Efficiency, Methods and use of worker plan 3) Methods of spreading of fabric and requirements of the spreading process 4)Cutting the fabric – objectives and methods of cutting fabric <p>B) Fusing Technology</p> <p>C) Sewing technology</p> <ol style="list-style-type: none"> 1) Sewing – properties, types 2) Stitch – types <p>1) types of sewing Machines – Feed mechanisms, machine needles</p> <p>Sam`s Systematic Analysis of minutes(Calculation of minutes taken to stitch a garment)</p>	<p>Field visit to an export house or a garment manufacturing unit & presentation of the report on garment Production Technology</p> <p>25 Marks</p>

Module No.	Objective	Content	Evaluation
3	<p>The learner will be able to -</p> <ul style="list-style-type: none"> • Gain knowledge on manufacturing technology. • Get acquainted with different types of trims and accessories used in garment industry • Learn about the various methods of joining materials and technology of pressing. 	<p>Fabrics- Fabrics specification</p> <p>Sewing Threads – type of fibre, construction and finish, thread size, thread package, thread costs, thread properties and seam performance</p> <p>5) Sewing problems – stitch formations, damage along the seam line puckering</p> <p>6) Testing for sewability and tailorability</p> <p>E)Trims/Accessories</p> <p>Alternative method of joining materials</p> <p>Fusing</p> <p>Welding and adhesives</p> <p>Moulding</p> <p>Pressing Technology</p>	<p>Assignments:</p> <p>collecting information on recent developments on any one topic of the module and presenting the report.</p> <p>25 marks</p>

Module No.	Objective	Content	Evaluation
4	The learner will be able to get acquainted with the latest garment manufacturing technology related to the current practice in the garment industry	Production Technology - How output is lost - Balancing - Production & People Warehousing Charting & Layout	Field visit to a warehouse & presentation of the report 25 Marks

EVALUATION :

1. Internal – 50 marks
2. External - 50 marks
3. Total : Internal + External = 100 marks

4.

REFERENCES:

1. Aldrich Winfred ,(1996) ,The Technology of clothing Manufacture-2nd Edition. Blackwell Science Ltd.,Oxford
2. Bubonia Janace,(2012)Apparel Production Terms and Processes, Fairchild Books
3. Carr Harold & Latham Barbara,(1999) The Technology of Clothing Manufacture second edition, Blackwell Science.published in India for Om Books Service
4. Chuter. A.J.,(1995)Introduction to Clothing Production Management,second edition, Blackwell Science Ltd.
5. Colovic Gordana ,(2011),Management of Technology Systems in Garment Industry, Woodhead Publishing India Pvt. Ltd. New Delhi, Cambridge & Oxford
6. Cooklin Gerry,(2006) Introduction to Clothing Manufacture, second edition revised by StevenG. Hayes & John McLoughlin Blackwell Science
7. Das Subrata,(2009)Quality Characterisation of Apparel, Woodhead Publishing India Pvt. Ltd. New Delhi, Cambridge & Oxford
8. Eberle H., Hornberger M.,Kupke R., Moll A.,Hermeling H.,Kilgus R., Menzer D.,Ring W.,(2008)Clothing Technology....From Fibre to Fashion Fifth editionVerlag Europa-LEHRMITTEL.Nourney,VollmerGmbH & Co.
9. Mehta Pradip V.,Bhardwaj Satish K.,(2006) Managing Quality in the Apparel Industry,National Institute of Fashion Technology,New Age International(P) Limited,Publishers
10. Stylios G.(1991), Textiles objectives management & Automation in Garment Manufacturing. Ellis horword Ltd. New York, London, Singapore.
11. Tyles D.J., Materials Management in Clothing Production. Blackwell Science Ltd.,Oxford

Semester II

Fashion Forecasting and Illustration

Course	Total Cr	Th Cr	Pr Cr	Internal	Ext Th	Total
Fashion Forecasting and Illustration	4	2	2	50	50	100

Objectives:

After completing this paper learners will:

1. Be able to understand the process of fashion forecasting.
2. Know the importance of market and consumer research in fashion forecasting.
3. Understand the importance of forecasting in creating a fashion communication campaign for the forthcoming fashion collections.
4. Be able to focus on design details, creation of styles and rendering techniques using different media and themes.
5. Interpret and analyze forecast trends to design fashion communication in sync with the forecast.

Contents:

Module	Objectives	Contents	Evaluation
1	To understand the process & importance of fashion forecasting	<ul style="list-style-type: none">• Fashion prediction- Sources of data, Prediction periodicals• Trend prediction• The fashion prediction process• The Prediction Year, commercial fabrics• Fabric & Trimming• Designer Collections reviewed• Colour Forecasting Process• Coverage of fashion fairs• Theme Development	Assignment 15 marks Quiz 10 marks

2	To know the importance of market and consumer research in fashion forecasting	<ul style="list-style-type: none"> • Market Research – Understanding Consumer Markets Identifying Trends, • Consumer Research, • Product Research • Market Analysis – Long range forecasting, Short range forecasting • Target Consumer profile – gender, age range, lifestyle & geographic location, price zone • Interpreting Influential factors • Current events, prophetic styles • Importance of Timing • Theories of Fashion Adoption 	<p>Assignment 15 marks</p> <p>Quiz 10 marks</p>
3	To focus on design details, creation of styles and rendering techniques using different media and themes	<ul style="list-style-type: none"> • Basic Rendering Techniques • Sketching of different action croqui • Sketching of garments and garments details:- necklines, collars, sleeves, blouses, coats , jackets, skirts, pants, ethnic garments • Sketching of Accessories- Hats and headgears, Footwear, Bags and purses, jewellery. Any other accessories 	<p>Continuous Assessment 25 marks</p>

4	To interpret and analyze forecast trends to design fashion communication in sync with the forecast	<ul style="list-style-type: none"> • Develop a mood board and colour board based on fashion forecast and design a line of 2 ensembles for women's wear with reference to sourcing of raw materials • Spec sheet study • Sampling • Garment analysis • Costing • Line presentation • Use of sale promotion material 	Continuous Assessment 25 marks
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References:

1. The Great Fashion Designers-Milbank, C.R. (1985) Couture, Thames and Hudson Publications.
2. The Changing World of Fashion-Carter, E (1977), G.P. Putnam's Sons, New York
3. The World of Fashion-Rubin, L. G.(1976), Canfield Press, San Francisco
4. Fashion Kaleidoscope-Castelino, M. (1994), Rupa & Co.
5. The Fashion Makers-Walz B. and Morris, B. (1978) , Random House
6. Lifestyle – Fashion Styles-Samuel, K. (1986), Orbis Book Publishing Corporation Ltd, London
7. Fashion Design and Product Development-Carr, H. and Pomery, J. (1992), Blackwell Scientific Publications, London, Edinburgh, Boston,
8. Abling Bina, Fashion Sketchbook, Fairchild Publishers, New York
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PROGRAMME :P.G.Diploma in Apparel merchandising & Management

Semester II

Subject	TC	Th C	Pra C	Int M	Ext M	Total
Apparel merchandising & Management	4	4	----	50	50	100

Objectives : Theory

Understand the significance of merchandising in apparel industry.

Know the merchandising and categories of apparel merchandising.

Understand the principles of merchandising and management.

Enhance organizational performance by utilizing concepts involving individual behavior within an organization

Module No	Objective	Content	Evaluation
1	To understand various aspects of Merchandising To know the role of merchandiser	Merchandising <ul style="list-style-type: none"> • Apparel merchandising • Fashion apparel merchandising categories in fashion apparel • Apparel export merchandising Role and functions of merchandiser in apparel industry <ul style="list-style-type: none"> • Sampling and sourcing – merchandising calendar, selection of raw material. • National and International Terminology used in industry 	25

Module No	Objective	Content	Evaluation
2	Have knowledge of different aspects of garment manufacturing Understand buyers requirement Negotiations with buyers and suppliers Costing of garments Managing cash flow	Garment manufacturing and product development <ul style="list-style-type: none"> • Buyers requirement • Knowledge of garment construction • -drafting, cutting, stitching, finishing Costing , pricing budgeting <ul style="list-style-type: none"> • Cash management, cost cutting in apparel techniques Use of accessories in apparel industry.	25

Module No	Objective	Content	Evaluation
3	Understanding the management Functions, working and other aspects Know principles in management Able to face challenges in management	Fundamentals of management <ul style="list-style-type: none"> • Introduction & importance of management • Definitions of management • Managerial ethics • Challenges in Apparel merchandising management • Social responsibility 	25

Module No	Objective	Content	Evaluation
4	To know different types of planning suitable to various organizations Coordinate with all the department Identifying potential of workers and allotting the work Communicating effectively with suppliers and dealers	Planning <ul style="list-style-type: none"> • Types of plans • Organizational goals • Factors affecting planning Problem <ul style="list-style-type: none"> • Identification and solving Organizational structures – <ul style="list-style-type: none"> • Staffing, • Details of job allotment, • Enlargement and enrichment programs • Managing relations within and outside the firm • Communication skills Whole sale & Retail management	25

Evaluation:

Internal = Evaluation of all four modules 25 x4=100/2=50 marks

External exam = 50 marks

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