

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/474

Date : 24th March, 2025.

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai – 400 098.

Sub : Post Graduate Diploma in Apparel Merchandising .
(Two year) (Sem – I & II).

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023** vide Item No. **9.2** have been accepted by the **Academic Council** at its meeting held on **1st November, 2023** vide Item no. **9.3 (B) 21 (N)** and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024** vide Item No. **6** that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Post Graduate Diploma in Merchandising (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24.**

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no for Eligibility	Duration
A	P.G Diploma in Apparel Merchandising	O.GPA – 65 A	O.GPA – 66 A	Two year

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: 2 :

Regulation Nos	
Duration	R. GPA - 156
Intake Capacity	R. GPA - 157
Scheme of examination	R. GPA - 158
Standard of Passing	R. GPA - 159
Credit Structure	R. GPA - 160 A
	R. GPA - 160 B
	R. GPA - 160 C
	R. GPA - 160 D


(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(B) 21 (N) /01/11/2023
M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
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14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	<p>Faculty of Humanities,</p> <p>Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Associate Dean</p> <p>2. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p> <p>3.Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>Faculty of Commerce & Management,</p> <p>Dean</p> <p>1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu</p> <p>3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com</p>

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsd.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Syllabus for Post Graduate Diploma in Apparel Merchandising

Garware Institute of Career Education and Development

Semester- Sem I and II

**Ref: GR dated 16th May, 2023 for Credit Structure of
PG**

(with effect from the academic year 2023-24)

University of Mumbai



(As Per NEP 2020)

Sr.No.	Heading	Particulars
1	Title of the Course O.GPA – 65A	Post Graduate Diploma In Apparel Merchandising
2	Eligibility for Admission O.GPA – 66A	Graduate in any faculty OR Passed Equivalent Academic Level 5.5 Lateral Entry In Second Year Is Possible As Per The University Norm For Any Other PG Courses.
3	Duration of program R.GPA –156	2 years
4	Intake capacity R.GPA –157	30
5	Scheme of Examination R.GPA –158	50 Internal – Continuous Evaluation 50 External – Semester End Exam 50% in each component
6	Standards of Passing R.GPA –159	50% Passing Marks
7	Credit Structure R.GPA –160A R.GPA –160B R.GPA- 160C R.GPA –160D	Attached herewith
8	No. of Years / Semesters	2 Years / 4 Semester
9	Level	PG 6.5
10	Pattern	Semester
11	Status	New
12	To be implemented from Academic Year	From Academic Year 2023-24

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Preamble

Introduction:

PG Diploma in Apparel Merchandising course focuses on studying various aspects of the fashion & textile industry with an entrepreneurial and global focus. Students who are aspiring to pursue a career in Fashion & Textile industry can enhance their creative and managerial skills through this course.

This course offers exciting career opportunities in the Fashion and Textile industry at managerial level. The fashion industry works in its own peculiar way. Hence, a management post graduate with a thorough knowledge of Fashion Industry is highly demanded by top fashion brands for managing the business and developing strategies.

Students of this program will learn different manufacturing processes, retail operations, fashion marketing & branding, sustainability, etc. subjects along with field work and research projects to get hands on experience in the industry.

Aims and Objectives:

This course will enable the students to cope with the demanding career in management where they need to combine their creative thinking with managerial skills to sustain in the industry.

Learning outcomes:

As a professional Fashion Merchandiser/Manager, one can have a vast & varied career prospect as:

- Fashion & Luxury Merchandising
- Brand Management
- Public Relations
- Fashion & Luxury Buying
- Marketing / Advertising
- Ecommerce / Social Media
- Fashion Journalist
- Production Management
- Sustainability Manager

4) Baskets of Electives:

Electives:

Elective Basket For Semester (I & II)				
Option	Subject	Marks	Credits	Hours
1	Fiber to Fabric	100	4	60
2	Fashion Concepts	100	4	60
3	Corel Draw	100	4	120
4	Photoshop	100	4	120
5	Brand Design & luxury Brand Management	100	4	60
6	Application of AI in Fashion Industry	100	4	60
7	E commerce For Fashion Business	100	4	60
8	Fashion communication	100	4	60

Credit Distribution Structure for Two Years (Apparel Merchandising) as per NEP-2020

Le ve l	Sem ester	Major		Mi no r	O E	V C, SE C	AEC , VEC , IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Degree / Cum. Cr.
		Mandatory	Electives (Any 1)							
6. 0	S E M E S T E R I	Merchandising – I (production Merchandising) (TH) (4) Garment Manufacturing Technology (TH) (4) Pattern Making & Garment Construction – I (PR) (4) Computer Application (PR) (2)	Fiber to Fabric (TH) (4) OR Fashion Concepts (TH) (4)	-				Research Methodology (PROJECT) (4)	22	PG Diploma (after 3-yrUG or PGDegree)
	S E M E S T E R II	Merchandising – II (Retail Merchandising) (TH) (4) Apparel Quality Management (TH) (2) Pattern Making & Garment Construction – II (PR) (4) Purchase & Supply chain Management (TH) (4)	Corel Draw (PR) (4) OR Photoshop (PR) (4)					Fabric & Trims Sourcing (PR) (4)	22	
	Cu m Cr.	28	8					8	44	
Exit Option: PG Diploma (44credits)after Three Year UG Degree										

6.5	S E M E S T E R III	Merchandising III - (Visual Merchandising) (TH) (4) Marketing Management (TH) (4) Costing & Finance (TH) (4) Professional Skill Development (TH) (2)	Brand Design & Luxury Brand Management (TH) (4) OR Applications of AI in Fashion Industry (TH) (4)					Project Research Work (PR) (4)	22	PG Degree after 3-yrUG or PGDegreeafter 4-yrUG
	S E M E S T E R IV	Export Management & Documentation (TH) (4) Management & Organizational Behavior (TH) (4) Entrepreneurship, Innovation and Venture Creation (TH) (4)	E – Commerce for Fashion Business (TH) (4) OR Fashion Communication (TH) (4)					Internship (PR) (6)	22	
Cum.Cr.F or 1 Yr PG Degree		28	8					8	44	
Cum.Cr.F or 2 Yr PG Degree		26	8					10	44	
Cumulative Credit		54	16					18	88	
Exit Option: PG Degree in Master of Apparel Merchandising with cumulative credit (88 credits) after Three Year UG Degree										

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Credit Structure of the program

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Topics	Internal Marks	External Marks	Total Marks (CA)	Theory Hours	Practical hours	Total Hours	Total Credits
S E M E S T E R I	Major Mandatory								
	PGDAM(S)S1MJ P1	Merchandising– I (production Merchandising)	50	50	100	60	-	60	4
	PGDAM(S)S1MJ P2	Garment Manufacturing Technology	50	50	100	60	-	60	4
	PGDAM(S)S1MJ P3	Pattern Making & Garment Construction – I	100	-	100	-	120	120	4
	PGDAM(S)S1MJ P4	Computer Application	50		50		60	60	2
	Electives (Any 1)								
	PGDAM(S)S1P5	Fiber to Fabric	50	50	100	60	-	60	4
		OR Fashion Concepts							
	Research Project								
PGDAM(S)S1P6	Research Methodology	100	-	100	-	120	120	4	
	Total		400	150	550	180	320	480	22
	Major Mandatory								
S E M E S T E R II	PGDAM(S)S2MJ P7	Merchandising – II (Retail Merchandising)	50	50	100	60	-	60	4
	PGDAM(S)S2MJ P8	Apparel Quality Management	25	25	50	30	-	30	2

	PGDAM(S)S2MJ P9	Pattern Making & Garment Construction – II	100	-	100	-	120	120	4
	PGDAM(S)S2MJ P10	Purchase & Supply chain Management	50	50	100	60	-	60	4
	Electives (Any 1)								
	PGDAM(S)S2P1 1	Corel Draw OR Photoshop	100	-	100	-	120	120	4
	On Job Training								
	PGDAM(S)S2P1 2	Fabric & Trims Sourcing	100	-	100	-	120	120	4
	Total		425	125	550	150	360	510	22
	Major Mandatory								
S E M E S T E R III	PGDAM(S)S3MJ P13	Merchandising III - (Visual Merchandising)	50	50	100	60	-	60	4
	PGDAM(S)S3MJ P14	Marketing Management	50	50	100	60	-	60	4
	PGDAM(S)S3MJ P15	Costing & Finance	50	50	100	60	-	60	4
	PGDAM(S)S3MJ P16	Professional Skill Development	25	25	50	30	-	30	2

	Electives (Any 1)								
	PGDAM(S)S3P17	Brand Design & Luxury Brand Management OR Applications of AI in Fashion Industry	50	50	100	60	-	60	4
	Research Project								
	PGDAM(S)S3P18	Project Research Work	100	-	100	-	120	120	4
	Total		325	225	550	270	120	390	22
	Major Mandatory								
S E M E S T E R I V	PGDAM(S)S4MJ P19	Export Management & Documentation	50	50	100	60	-	60	4
	PGDAM(S)S4MJ P20	Management & Organizational Behavior	50	50	100	60	-	60	4
	PGDAM(S)S4MJ P21	Entrepreneurship, Innovation and Venture Creation	50	50	100	60	-	60	4
	Electives (Any 1)								
	PGDAM(S)S4P22	E – Commerce for Fashion Business OR Fashion communication	50	50	100	60	-	60	4
	Field Project								
	PGDAM(S)S4P23	Internship	100	-	100	-	180	180	6
	Total		300	200	500	240	180	420	22

Sem.- I

DETAILED SYLLABUS - SEM I

Course Title: **MERCHANDISING – I (PRODUCTION MERCHANDISING) (Major/TH)**

Course Credit: **4**

Course Duration: **60 hours**

Course Description:

Subject will help student to understand the principles and practices of merchandising management. It includes production planning, manufacturing, buying raw material and selling final product. Communication with concerned people is also very important and hence communication techniques also form the part of the subject.

Course Objectives:

- To understand the role & responsibilities of a merchandiser.
- To understand production process sequence of a garment.
- To learn various communication techniques in merchandising
- To be able to prepare various documents used in merchandising process

Course Outcome:

At the completion of the subject the student will be able to:

- Communicate with buyers, suppliers and departmental people
- Define merchandising
- Plan production schedules
- Prepare specification sheets, TNA calendar, cost sheets and other documents

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to Merchandising	<ul style="list-style-type: none">● Definition of merchandising, Qualities of a merchandisers● Role of Merchandiser, functions of merchandisers,● Problems and challenges face by merchandisers● Responsibilities of merchandiser● Role of merchandisers in garment house, buying house, malls etc.	12

Module 2	Communication and merchandisers interface	<ul style="list-style-type: none"> ● Communication with buyers, suppliers ● Inter-departments, interpersonal methods of communications ● Use of computer technology ● Buyers-sellers meet & negotiating skills 	8
Module 3	Production planning, Sampling and Sourcing	<ul style="list-style-type: none"> ● Merchandising planning ● Factory planning ● Organizational structure ● Factors and sources determining merchandising plan ● Merchandising calendar ● Developing Samples ● Developing Design ● Fabric Sourcing 	14
Module 4	Line Development	<ul style="list-style-type: none"> ● Elements of line development ● Planning & control ● Line plan ● Product development ● Line sheets ● Final line Adoption 	14
Module 5	Garment manufacturing & product development	<ul style="list-style-type: none"> ● Studying technical sheet, Pattern making, ● Consumption and marker planning, ● Accessories and trim development, Label, tag, buttons and zippers, Value additions such as embroideries and prints 	6
Module 6	Assortment	<ul style="list-style-type: none"> ● Understanding Assortment ● Assortment Mix ● Assortment Planning. 	6

INDICATIVE REFERENCES:

- **Introduction To Merchandising**
 - Apparel Merchandising: The Line Starts Here; Jeremy A. Rosenau & David L. Wilson
 - Retail & Merchandise Management; Nancy J. Rabolt & Judy Miler
- **Communication and Merchandisers Interface**

- Marketing Communications, 5th Edition; P. R. Smith; ZeZook
- Apparel Merchandising: The Line Starts Here; Jeremy A. Rosenau & David L. Wilson
- **Production Planning, Sampling and Sourcing**
- Retail & Merchandise Management; Jeremy A. Rosenau & David L. Wilson
- Fashion: From Concept to Consumer (9th Edition); Gini Stephens Frings
- Fashion Buying; Helen Goworek
- **Garment Manufacturing and Product Development**
- Carr & Latham's Technology of Clothing Manufacture; David J. Tyler (4th Edition)
- Fashion: From Concept to Consumer (9th Edition); Gini Stephens Frings
- **Costing and Quality Assurance**
- Apparel Merchandising: The Line Starts Here; Jeremy A. Rosenau & David L. Wilson
- An Introduction to Quality Control for the Apparel Industry; Pradip V. Mehta

Course Title: **GARMENT MANUFACTURING TECHNOLOGY (Major/TH)**

Course Credit: **4**

Course Duration: **60 hours**

Course Description:

- Garment Manufacturing Technology is a course designed to understand the processes of modern clothing manufactures & the equipment's as well as the importance of quality in garment manufacturing Technology. The course aims to explain and demonstrate usage of simple and essential tools for professional garment construction and understand the difference between mass-manufacturing methods of construction and couture/one-off garments.

Course Objectives:

- To understand the production sequence of a garment
- To make the students aware of the types of machinery available in the garment industry.
- To expose the students to the latest practices and technological world of garment production.
- To develop an understanding for selecting the right machinery for the production of the required garment.
- To create awareness and appreciation of the fashion and clothing industry on a broad and global basis.

Course Outcome:

At the completion of the subject the student will be able to:

- Understand the processes of modern clothing manufacture & the equipment used to carry them out.
- Understand the importance of quality in garment manufacturing technology.
- Explain and demonstrate usage of simple and essential tools for professional garment construction.

- Understand the difference between mass-manufacturing methods of construction and couture/one-off garments.
- Identify the simplest construction methods through practical demonstration, and identify what is poor and good quality in terms of garment manufacture.
- Recognize garment construction techniques in contemporary fashion garments.

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to Garment Production:	<ul style="list-style-type: none"> • Garment Production Systems • Pre production Activities • The Garment Production Flow • Various classification of Sewing Machinery 	4
Module 2	A. Marker Planning:	<ul style="list-style-type: none"> • Requirements of Marker Planning • Marker Utilization • Methods of Marker Planning 	8
	B. Fabric Spreading:	<ul style="list-style-type: none"> • Requirements of Spreading Process • Methods of Spreading • Nature of Fabric Packages 	8
Module 3	Fabric Cutting:	<ul style="list-style-type: none"> • Objectives of Cutting; • Methods of Cutting; • Preparation of cut work for the sewing room 	8
Module 4	A. Seams & Stitches:	<ul style="list-style-type: none"> • What are seams? • Seam types/ classifications • What are stitches? • Stitch classifications 	8
	B. Feed Mechanism:	<ul style="list-style-type: none"> • What is Sewing machine Feed mechanism? • Different Feed mechanisms 	8
Module 5	Needles & Threads:	<ul style="list-style-type: none"> • Functions, parts & types of Needles; Needle points; Sewing threads – types, constructions, & thread packages 	8
Module 6	A. Work Aids: B. Simple Automatics:	<p>A. Requirements of work aids; Various types of work aids;</p> <p>B. Buttonhole machines, Button sew machines, Bar tack machines, Label sewing machines, Automated workstations; Analysis of psychomotor skills</p>	8
Module 7	Garment Trimmings & Accessories:	Labels; Embroidery; Motifs & badges; Sequins; Linings; Interlinings; Wadding & Shoulder pads; Narrow trims; Fastenings	4

Module 8	Alternative methods of Joining Materials:	Fusing; Welding & Adhesives; Moulding	4
Module 9	Garment Finishing Techniques:	Purpose of pressing; Categories of pressing; Means of pressing – equipments & methods;	4
Module 10	Trouble shooting in Sewing Room:	Problems of Stitch Formation; Problems of Pucker; Problems of fabric damage; Probable solutions of various sewing room problems	4

Assessment and Evaluation

- The student is required to develop a logbook with the assignments executed in the class as per the subject outline.

INDICATIVE REFERENCES:

1. Bheda, R. 2003. *Managing Productivity in the Apparel Industry*. New Delhi: CBS Publishers and Distributors.
2. Care, H. and B. Latham. 2004. *The Technology of Clothing Manufacture*. United Kingdom: Blackwell Science Limited.
3. Cooklin, G. 1990. *Fusing Technology*. United Kingdom: The Textiles Institute.
4. Cooklin, G. 1997. *Garment Technology for Fashion Designers*. United Kingdom: Blackwell Science Limited.
5. Cooklin, G. 2006. *Introduction to Clothing Manufacture*. United Kingdom: Blackwell Publishing Limited (Second Edition).
6. EIRI Bound of Consultant and Engineers. *Handbook of Garments Manufacturing Technology*. New Delhi: Engineers India Research Institute.
7. Giocello, D. A. and B. Prerke. 2004. *Fashion Production Terms*. New York: Fairchild Publication.
8. Glock, R. E. and Grace I. Kunz. 1995. *Apparel Manufacturing: Sewn Product Analysis*. U.S.A.: Prentice Hall (Second Edition).
9. Moeen, N. _____. *Pocket Apparel Expert*. Lahore: TIS (Textile Info Society).
10. Solinger, J. 1961. *Apparel Manufacturing Analysis*. New York: Textile Book Publishers, Inc.

Course Title: PATTERN MAKING & GARMENT CONSTRUCTION – I (Major/TH)

Course Credit: 4

Course Duration: 120 hours

Course Description:

Pattern Making & Garment Construction – I is a course designed to acquire good understanding of basic sewing machinery, its parts, & uses. Understand the various defects in a sewing machine & its rectification. Understand the importance of fabric grain, layout etc. Understand the importance & use of various finishing techniques, hems, seams etc.

Course Objectives:

- To make student familiar with the sewing machine, its parts and other sewing aids.
- To introduce student to garment making.
- To familiarize the student with the use & control of the basic lock stitch machine.
- To introduce the student to different seams, hand stitches, darts, tucks, necklines, collars, etc. & their finishing.

Course Outcome:

At the completion of the subject the student will be able to:

- Acquire good understanding of basic sewing machinery, its parts, & uses.
- Understand the various defects in a sewing machine & its rectification.
- Understand the importance of fabric grain, layout etc.
- Understand the importance & use of various finishing techniques, hems, seams etc.
- Understand pattern drafting & stitching of kids wear.

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to sewing machine	<ul style="list-style-type: none">● Parts of sewing machine and its operation● Common stitching problems & solution	6
Module 2	Cutting Out Fabric	<ul style="list-style-type: none">● Fabric grain● Method of cutting the fabric● Checking fabric design<ul style="list-style-type: none">- One way design- Stripes- Checks● Straightening of fabric● Shrinking of cottons	6
Module 3	Hand Stitches	<ul style="list-style-type: none">● Running stitch/ Basting● Back stitch● Whip stitch● Slip stitch● Hemming Lockstitch● Blanket stitch● Blind Hemming● Tailors Tacks● Catch stitch	12

Module 4	Machine Seams	<ul style="list-style-type: none">● Discuss seam allowance & standards of a good seam● Plain seam● Pinked seam● Lapped seam● Overcast seam● Flat fell seam● Bias bound seam● French seam● Self bound	16
Module 5	Darts & Tucks	<ul style="list-style-type: none">● Discuss basic types of darts<ul style="list-style-type: none">- Waist- Bust- French- Fish- Contour- Tapered● One-side tapered dart (single dart)● Two-side Tapered dart (double dart)● Types of Tucks<ul style="list-style-type: none">- Basic- Pin- Shell- Corded	12
Module 6	Pleats & Gathers	<ul style="list-style-type: none">● Types of Pleats<ul style="list-style-type: none">- Knife- Box- Inverted● Calculating fabric for pleats● Types Gathers<ul style="list-style-type: none">- Hand- Machine	12
Module 7	Neckline Finishes	<ul style="list-style-type: none">● Importance of stay stitching● Importance of notches & slits/ clippings● Facing<ul style="list-style-type: none">- Bias facing- Shaped● Bias Binding	12
Module 8	Plackets	<ul style="list-style-type: none">● Two piece placket/ kurta placket● Continuous placket	12
Module 9	Pockets	<ul style="list-style-type: none">● Patch● Welt/ Bound	12

Module 10	Fasteners	<ul style="list-style-type: none">● Buttons/ button hole● Press button● Hook/ eye● Velcro● Zipper	12
Module 11	Lay out	<ul style="list-style-type: none">● Planning lay out● Fabric folds● Calculation of fabric● Pinning pattern pieces to fabric	8

Assessment and Evaluation

- The student will stitch all the garments mentioned in section II
 - The student is required to develop a Journal during the submission of every garments with the following :
1. Specification Sheet
 2. Draft
 3. Drafting Instruction
 4. Layout on gateway sheet (1:4 scale)
 5. Method of stitching

All the submissions:

- Should be neatly ironed.
- Should not bear any pencil, chalk or pen ink marks.
- Should have all the extra threads trimmed off.
- Should be submitted in cloth lined paper envelopes and **please do not use PLASTIC BAGS.**

Indicative References

1. Campbell,H._*Designing Pattern-A Fresh Approach to Pattern Cutting*: New Delhi: Om Books Service.
2. Crawford ,C.A. 2008 .*A Guide to Fashion Sewing*. New York: Fair Child Publications Inc. Fourth Edition.
3. Giocello, D.A. and B. Berke .2004. *Fashion Production Terms*. New York: Fair Child Publications.
4. Aldrich, W. 2001. *Metric Pattern Cutting for Children’s Wear and Babywear*. London: Blackwell Science Ltd. Third Edition.
5. Bray, N. 1996. *Dress Pattern Designing-The Basic Principles of Cut and Fit*. London: Blackwell Science Ltd. Fifth Edition
6. Holman, G. 2005.*Pattern Cutting Made Easy-A Step by Step Introduction*. New Delhi: Om books International, First Indian Reprint.
7. Zarapkar, K.R. *Zarapkar’s System of Cutting*. Mumbai: NavneetPublications(India) Ltd.

Course Title: COMPUTER APPLICATION (Major/ PR)

Course Credit: 2

Course Duration: 60 hours

Course Description:

Computer Application – I allows presenters to translate complex ideas, facts, or figures into attractive visuals. A visual representation of information allows viewers to interpret, expound, and engage with what they're seeing and creates a better impact. This subject will help students learn to use MS office and its various features to make presentations.

Course Objectives:

- To introduce the basic principles of computer hard ware & soft ware
- To familiarize with core elements of LAN, Antivirus, Image editor, & presentation.
- To acquaint the student with the scope and utility of the internet for research purpose.
- To apply computer graphics technology in achieving the results for Fashion Designing.
- To explore various computational techniques that a designer uses to create quick and intricate designs.
- To develop skills, ability, creativity in the field of fashion to computer aided designing techniques and their application in the industry.
- To enhance individual design skills & creativity

Course Outcome:

At the completion of the subject the student will be able to:

- Understand the use of LAN, Antivirus, Internet applications etc.
- Learn how to do presentation using the computer.
- Create a free form textile design on the computer.
- Design a garment on the computer.
- Document the application of computer software in the fashion industry.
- Research fashion business web pages and identify most effective designs

Course Outline:

Module	Topic	Description	Hours
Module 1	Hardware & System	<ul style="list-style-type: none">• Computer System• Scanner• Anti Virus Programmer• Scan disk & defrag mentation• System restore• Back up by window XP	3
Module 2	LAN & Internet	<ul style="list-style-type: none">• Share a folder/ drive on LAN• Printing through a LAN/ networking printer• Share a CD drive, pen drive on LAN• Ping & trace route• Dial up net working• Up-load & down-load the files/ folder• Down load the web sites• Send & receives e-mail through e-mail client	3
Module 3	Word Processor	<ul style="list-style-type: none">• Introduction• Processor Packages• Use of word in different areas• Document concept – (Creating, Saving, Opening, Closing• Formatting document –(Copy, cut and paste)• Working with margins and page setup• Tables• Columns, header & footers• Printing procedure	18
Module 4	Spread Sheets	<ul style="list-style-type: none">• Introduction to spread sheet• Overview of spread sheet packages• About Excel• Understanding Excel Sheet• Inserting, deleting and hiding columns / rows• Manipulating formulas and functions working with charts• Pivot Table• Macros• Mail Merge	18

Module 5	Power point	<ul style="list-style-type: none"> • Different types of slide layouts • Slide view, slide sorter view and slide show buttons • Templates and backgrounds • Transitions & custom animation effects • Recording voice in presentation 	18
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Indicative References

1. Colussy, M.K. 2001. *Fashion Design on Computers*. U.K. : Prentice hall.
2. Colussy, M.K. and S. Greenberg. 2007. *Rendering Fashion, Fabric and Prints*. New Delhi: Dorling Kindersley (India) Pvt. Limited.
3. Fuller, L.U and K.C. Fuller. 2007. *Photoshop CS3 Bible*. N. Delhi: Wiley Ind. Pvt Ltd.
4. Quercia, V. 1998. *Internet in a Nutshell- A Desktop Quick Reference*. C.A: O'Reilly and Associates, Inc.
5. Bain, S. and N. Wilkinson. 2004. *Coreldraw 12- The Official Guide*. New Delhi: Dreamtech Press. Indian Reprint.

Course Title: Fiber to Fabric (Elective/TH)

Course Credits: 4

Course Duration: 60 hours

Course Description:

This subject will introduce students to different types of fabrics, their properties, manufacturing process etc. Also, students will learn woven and knitted structures as well as fabric finishes to understand fabric textures and fall.

Course Objectives:

- To familiarize and educate the student with the various fibers/fabrics.
- To develop an understanding about the fiber characteristics & its relation to various physical properties
- To develop an understanding of the methods of production of various fibers.
- To acquaint the student with various types of weaves, finishing processes & care labeling.
- To educate them to identify various fabrics.

Course Outcome:

After completion of this course, students will be able to,

- Identify different fabrics.
- Understand their manufacturing process
- Understand their properties
- Understand the various applications

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to Textile Fibre's	Classification of fibers Properties of textile fibers	6
Module 2	Understanding the Natural & Man made fibre's properties	Cotton Linen & Jute Silk Wool Nylon Polyester	12
Module 3	Introduction to Yarn	Ring spinning Introduction to other spinning methods Measurement system of yarn numbers Importance of Twist 'S' & 'Z' Twist Types of yarns Novelty Yarns	12
Module 4	Introduction to Woven Fabrics	Preparatory processes Loom motions Types of looms Basic weaves Plain Twill Satin	12
Module 5	Introduction to Knitted Fabrics	Basic structure of knitted fabric Warp knitting Weft knitting Knitted vs woven Blends of knitted fabrics	10
Module 6	Introduction to Non-Woven fabrics	General Introduction Usage and Applications	4
Module 7	Finishes	Different types of finishes	4

Indicative References:

1. Corbman, B.P. 1983. Textiles Fiber to Fabric. Singapore: McGraw Hill Book Co. (Sixth Edition).

2. JokarNeshan , N. 2006. Fabric Structure and Design. Coimbatore (New Delhi): New Age International (P) Limited, Publishers.
3. Wynne A. Textiles. London: Macmillan Education Limited.
4. Prof. Ajgaonkar, D.B. 1998. Knitting Technology .Bombay: Universal Publishers Corporation.
5. Spencer, D.J. Knitting Technology. England: Woodhead Publishing Ltd. Second Edition.
6. Prof. Banerjee, N.N. Weaving Mechanism. Vol. I. Smt. T. Banerjee. Calcutta: Revised Eight Edition.
7. Grosicki Z. Watson's Textile Design and Colour. Elementary Weaves & Figured Fabrics. London: Newnes-Butterworths. Bombay: Universal Publishing Corporation. Seventh Edition.

Course Title: **FASHION CONCEPTS (Elective/TH)**

Course Credit: 4

Course Duration: **60 hours**

Course Description:

Like every industry, Fashion Industry has its own way of functioning. It is important for aspiring designers to get familiar with the terminology, understand the seasons, trends & forecasts as well as socio-economic and cultural influence. This subject will help students to develop understanding of these basic fashion concepts.

Course Objectives:

- To differentiate and appreciate the nuances of fashion terminology.
- To acquaint the student with various influences on fashion and clothing choices.
- To familiarize the student with various designers & changes in fashion.
- To observe & analyse factors that influence fashion trends.

Course Outcome:

At the completion of the subject the student will be able to:

- Use appropriate terminology used in fashion world
- Acquire the knowledge of various aspects of fashion industry
- Deliver proper inputs with regards to styles & trend analysis
- Gain knowledge regarding the psychological, cultural, & demographical & fashion industry influences on clothing choices.

Course Outline:

Module	Topic	Description	Hours
Module 1	Fashion Terminology	A to Z Terminology related to fashion Silhouettes	8

Module 2	Socio-psychological influences on clothing selection	Non-verbal communication Individuality	10
Module 3	Fashion Industry	Beginning of couture Industrial revolution Mass production of clothing Fashion Centers	6
Module 4	Fashion change & consumer acceptance	Fashion cycles Cycle within cycle Adoption of fashion Theories of fashion	12
Module 5	Body Shapes	Introduction Female Body shapes Male Body shapes	4
Module 6	Fashion styling	Vintage Retro Grunge Punk Gothic Bohemian Ethnic Formals (Indian & Western)	6
Module 7	Indian & International Designers	Indian designers – Their evolution as famous designers, identification of their signature style, analysis of their body of work and their style of branding. International designers - Their evolution as famous designers, identification of their signature style, analysis of their body of work and their style of branding.	8
Module 8	Designers & Artists Collaborations	Association of arts & fashion Art inspired garments Artists and Designers collaborative showcase/projects	6

INDICATIVE LEARNING RESOURCES

1. Callan, G.H. 2008; *The Thames and Hudson Dictionary of Fashion and Fashion Designers*; London: Thames and Hudson Ltd.

2.Damhort,L.M., K.A.M.Spillman and S.O.Michelman. 2008. *The Meaning of Dress*.

New York: Fairchild Books Inc. Second Edition.

3. Diamond, J. and Ellen Diamond. 1999. *The World of Fashion*. New York: Fairchild Publications (Second Edition).

4.Ireland, P.I .2000 - *EncyclopediaofFashion Details*. London: B.T. Batsford Limited.

5. Marshall, S. 2000 - *Individuality in Clothing Selection and Personal Appearance*; Ohio: Pechie hall (5th edition).

6. McKelvey, Kand Janine Munslow. 2003. *Fashion Design: Process, Innovation and Practice*. New Delhi: OM Books Service.

Note: Practical exercises, guest lectures, and seminars will be incorporated to enhance the learning experience and provide real-world exposure to students to introduce them to this dynamic industry.

Course Title: **RESEARCH METHODOLOGY (RM)**

Course Credit: **4**

Course Duration: **120 hours**

Course Description:

The course "Research Methodology" provides students with the necessary knowledge and skills to conduct research in the field of fashion merchandising. It introduces various research methods, data collection techniques, and analysis approaches applicable to the study of fashion trends, consumer behavior, market analysis, and other relevant topics. Through practical exercises and projects, students will develop a solid foundation in research design, data interpretation, and critical thinking, enabling them to contribute to the advancement of knowledge in the field of fashion merchandising.

Course Objectives:

- To familiarize students with the fundamental principles and concepts of research methodology in the context of fashion merchandising.
- To enable students to critically evaluate and select appropriate research methods for specific research questions in the field.
- To equip students with the skills necessary to design and execute research projects in fashion merchandising.
- To develop students' ability to analyze and interpret research data using appropriate statistical and qualitative techniques.
- To enhance students' critical thinking and problem-solving skills in the context of research in fashion merchandising.
- To cultivate ethical research practices and effective communication of research findings.

Course Outcome:

By the end of the course, students will be able to:

- Understand the fundamental principles and concepts of research methodology and their relevance to fashion merchandising.
- Evaluate and select appropriate research methods and techniques for specific research questions in the field.

- Design and execute research projects effectively, including formulating research objectives, developing research questions, and selecting suitable research designs.
- Collect, analyze, and interpret research data using appropriate quantitative and qualitative techniques.
- Apply critical thinking skills to evaluate research findings and draw meaningful conclusions.
- Communicate research findings effectively through written reports and oral presentations.
- Demonstrate ethical research practices and awareness of research integrity in the field of fashion merchandising.

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to Research Methodology	Overview of research methodology in the context of fashion merchandising Research process: formulating research questions, objectives, and hypotheses Types of research: qualitative, quantitative, and mixed methods Ethical considerations in research	12
Module 2	Research Design and Sampling	Experimental, correlational, descriptive, and exploratory research designs Population, sample, and sampling techniques in fashion merchandising research Determining sample size and ensuring sample representativeness Case study research design in fashion merchandising	20
Module 3	Data Collection Methods	Questionnaires and surveys in fashion merchandising research Interviews: structured, semi-structured, and in-depth interviews Observational research methods: participant observation and systematic observation Secondary data collection: using existing data sources in fashion merchandising research	24

Module 4	Data Analysis Techniques	Quantitative data analysis: descriptive statistics, inferential statistics, and hypothesis testing Qualitative data analysis: thematic analysis, content analysis, and narrative analysis Using statistical software for data analysis in fashion merchandising research Combining qualitative and quantitative data analysis approaches	24
Module 5	Interpretation and Presentation of Research Findings	<ul style="list-style-type: none"> • Interpreting research findings: drawing conclusions and making recommendations • Presenting research findings through written reports and oral presentations • Visualizing and communicating data effectively in fashion merchandising research • Peer review process and publication of research findings 	20
Module 6	Critical Thinking and Research Ethics	<ul style="list-style-type: none"> • Developing critical thinking skills in fashion merchandising research • Evaluating research literature and identifying research gaps • Ethical considerations in fashion merchandising research: confidentiality, informed consent, and plagiarism • Research integrity and responsible conduct of research in the field 	20

Sem.- II

DETAILED SYLLABUS - SEM II

Course Title: **MERCHANDISING – II (RETAIL MERCHANDISING)(Major/TH)**

Course Credit: **4**

Course Duration: **60 hours**

Course Description:

Retailing is an integral part of Fashion Business. This Subject will help students to understand & learn the art as well as techniques of retailing. Students can get additional avenues of employment in Malls besides garment houses/export houses.

Course Objectives:

Subject will help students to understand & learn the art of retailing. Students can get additional avenues of employment in Malls besides garment houses/export houses.

The student will be able to:

- Learn the principle of retail merchandising.
- Communicate with buyers/customers & other depts.
- Plan retail merchandise.
- Use knowledge for business development

Course Outcome:

After completion of this course, student will be able to,

- Learn various types of retail formats
- Functions of retailer and responsibility
- Scope of retail
- Various sales techniques
- Retail merchandising and processes
- Retail buying

Course Outline:

Module	Topic	Description	Hours
Module 1	Fundamentals of Retailing:	What is retailing? Retail Environment Role of a Retailer Retail Functions Problems faced by a retailer Traditional retail formats in India Retail Formats Organized vs. Unorganized Retail	12
Module 2	Store Location & Layouts:	Importance of Store Location Criteria involved in choosing store locations Evaluating a trading location Store Layouts Layout and Design Factors determining layout Different types of layout	14
Module 3	Store Operation:	Buying Storing Selling Warehousing Retail Strategies Retail Pricing Retail Organization and Departmentation	14
Module 4	Retail Merchandise Planning	Process of Retail Merchandise Planning, Category Management	4
Module 5	Customer Service & Buying behaviour:	Customer Service Customer Behavior Factors influencing customer's buying behavior Customer Retention	6
Module 6	Retail Communication Mix:	Retail Communication Mix Retail Branding & Need	6
Module 7	Role of Technology	Importance of IT in Retail Factors affecting use of Technology Applications of Technology.	4

Indicative References:

- * Swapna Pradhan; Retailing Management
- * GbsonVedamani; Retail Management

Course Title: **APPAREL QUALITY MANAGEMENT(Major/TH)**

Course Credit:2

Course Duration: **30 hours**

Course Description:

This subject will help students understand the quality standards used in apparel industry. Quality of a product has various implications. It's important for a merchandiser/manager to have thorough understanding of Quality standards, various tests performed, processes as well as technical terms used.

Course Objectives:

- To understand the meaning and importance of quality
- To develop an understanding about the importance of inspection at various level and the standards related to garment industry
- To impart knowledge about the tests and standards set in the garment industry on which products are evaluated.
- To understand the Process and importance of different tests used in industries.
- To familiarize students with various symbols and their meaning.
- To study the evaluation of fabric hand
- To impart knowledge about the quality cost
- To gain knowledge about the quality management

Course Outcome:

After completion of this course, student will be able to,

- Understand different quality standards
- Various quality tests
- Understand technical terms related to quality
- Understand methods and types of quality checking

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction	What is quality? Why quality is important?	2
Module 2	Inspection	-Raw material inspection -In process inspection -Final inspection -How much to inspect -Definitions of fabric defects	3
Module 3	Textile Testing & Product Evaluation	Textile Testing & Product Evaluation	2

Module 4	Precision & Accuracy of Test Methods	-Atmospheric conditions for testing -Strength properties of apparel -Fabric stretch properties -Dimensional changes in apparel due to laundering, dry-cleaning, steaming & pressing. -Needle cutting/yarn severance -Sew-ability of fabrics -Bow and skewness (Bias) in woven and knitted fabrics -Soil and stain release testing -Fabric thickness -Abrasion resistance -Color fastness	6
Module 5	Testing of Trims	-Testing of fusible interlinings -Testing of zippers -Elastic waistband testing -Yarn strength and elongation -Yarn number -Yarn twist -Sewing Threads -Wear testing	7
Module 6	Care labeling	Care labeling of apparel and textiles	3
Module 7	Fabric Evaluation	Objective evaluation of fabric hand	2
Module 8	Quality Cost	Classification of Cost of Quality Cost Advantages & disadvantaging of the same	2
Module 9	Quality Management	Definition of Quality Management Seven tools of Quality management	3

Indicative References

1. Managing Quality in the Apparel Industry *Pradip V. Mehta Satish K. Bharadwaj.*
2. Quality Assurance for textiles and apparel *Sara J. Kadolph*

Course Title: **PATTERN MAKING & GARMENT CONSTRUCTION - II (Major/PR)**
 Course Credits: **4**

Course Duration: **120 hours**

Course Description:

Pattern making is an essential technique used in garment manufacturing. It is necessary for a merchandiser to understand the pattern making process of different silhouettes in order to estimate the time and complexity as well as cost involved in making the garment.

Course Objectives:

- To introduce pattern making by flat pattern method to develop a new pattern.
- To explain important skills that enables the designer to convert a design sketch into 3-Dimensional form.

- To understand manipulation of a working pattern by using slash or pivoted methods to create design patterns.

Course Outcome:

At the completion of the subject the student will be able to:

- Understand the basic skills of pattern making.
- Understand and appreciate the concept of fit & balance in a pattern.
- Develop basic block from the measurement charts
- Develop patterns from the basic blocks & convert them into a new pattern

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to pattern making	Pattern making terms Drafting basic bodice block Drafting basic sleeve block Drafting basic skirt block	16
Module 2	Understanding Darts	Dart Terminology Dart Locations Pattern making Techniques Dart Manipulation	16
Module 3	Style lines	Classic Princess style line Armhole Princess style line Panel style line	16
Module 4	Added Fullness	Types of added fullness - Along princess line - A semi yoke above bust	16
Module 5	Collars	Collars terms Basic shirt collar Peter pan collar Sailor collar Mandarin	16
Module 6	Skirts	‘A’ line Skirt Gored Skirt Circular Skirts Handkerchief Skirt	16
Module 7	Sleeves	Basic Shirt Sleeves Cap sleeve Puff sleeve -Fullness at hem and cap Bell sleeve Petal sleeve Leg-of- mutton sleeve Bishop sleeve Kimono Dolman Raglan	16
Module 8	Shirt	Men’s Shirt Women’s Top/Blouse/Shirt	8

Assignment & Evaluation:

- Reference book followed: Helen Joseph-Armstrong. *Patternmaking for Fashion Design*. New Jersey 07458: Pearson Prentice Hall
- The student is required to develop a Journal with all the above pattern manipulated and developments executed in the class as per the subject outline in slashing method.

Note

- **All the assignments should be submitted on time.**
- **Late submissions will not be evaluated.**

Indicative References:

1. Abbing, B. and K. Maggio. *Integrating Draping, Drafting and Drawing*. New York: Fairchild Book Inc.
2. Aldrich, W. 1999. *Metric Pattern Cutting for Men's Wear*. London: Blackwell Science Ltd.
3. Aldrich, W. 2001. *Fabric Form and Flat Pattern Cutting*. London: Blackwell Science Ltd.
4. Bray, N. 1996. *Dress Pattern Designing-The Basic Principles of Cut and Fit*. London: Blackwell Science Ltd. Fifth Edition
5. Bray, N. 1999. *Dress Fitting*. New Delhi: Om Books Service.
6. Campbell, H. _____. *Designing Pattern-A Fresh Approach to Pattern Cutting*. New Delhi: Om Books Service.
7. Crawford, C.A. 2008. *A Guide to Fashion Sewing*. New York: Fair Child Publications Inc. (Fourth Edition).
8. Haggart, A. 1990. *Pattern Cutting for Lingerie, Beachwear and Leisurewear*. London: Blackwell Science Ltd.
9. Holman, G. 2005. *Pattern Cutting Made Easy-A Step by Step Introduction*. New Delhi: Om books International, First Indian Reprint.

Course Title: PURCHASE & SUPPLY CHAIN MANAGEMENT(Major/TH)

Course Credits: 4

Course Duration: 60 hours

Course Description:

Subject will help students to understand the principles & practices of purchasing & supply chain management. The knowledge gained will be highly useful in day to day working as a Merchandiser.

Course Objectives:

- To understand the importance of effective purchase decisions.
- To understand the supply chain
- To learn different purchasing techniques
- To learn how to manage supply chain

Course Outcome:

- Learn techniques of purchasing
- Communicate with supplier & inter department personnel
- Plan input requirements like fabric & accessories
- Use his knowledge for choosing right supplier
- Estimate cost of materials & other operations

Course Outline:

Module	Topic	Description	Hours
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Module 1	Purchasing	Need and importance Purchasing cycles, Types of purchasing, Methods of purchasing & Purchasing procedure Purchase order Selection of supplier Purchase department, purchase budget, purchasing and other functions of manager	12
Module 2	Material management	Need and importance Scientific material management Material handling, material storing	12
Module 3	Inventory control	Types of inventory Methods of inventory control Economic order quantity, ABC analysis	12
Module 4	Supply Chain Management	The Supply Chain Management Concept Purchasing and Supply Management Operations Integrated Logistics Management Quality Customer Service Integrated Logistics, Service Response Logistics	12
Module 5	The Integrated Logistics Activities	Domestics Transportation Transportation Management Inventory Management Scheduling Warehouse Management Material Handling Packaging Coordination issues in integrated logistics	12

Indicative References:

- Martin Christopher; Logistics & SCM; Prentice Hall, New Jersey.
- Prof. L.C. Jhamb ; Materials& Logistic Management.
- Logistics; David Bloomberg, Stephen Lemay, Joe Hanna.
- Chary; Production& Operation Management.
- Srinivasan; Materials Management.

Course Title: **COREL DRAW (Elective/PR)**

Course Credits: 4

Course Duration: **120 hours**

Course Description:

CAD is used by all design as well as manufacturing houses to increase the efficiency. CAD helps in not only designing but also in making technical drawings, marker making etc. which increase the pace of manufacturing process reducing the cost. Hence, it is important for merchandisers/managers to learn these modern techniques to put in practice.

Course Objectives:

- To acquaint the student with the scope and utility of the internet for research purpose.
- To apply computer CAD technology in achieving the results for Merchandising.
- To explore various computational techniques that a merchandiser uses to create technical drawings.
- To develop skills, ability, creativity in the field of garment to computer aided designing & manufacturing techniques and their application in the industry.
- To enhance individual design & technical skills & creativity.

Course Outcome:

At the completion of the subject the student will be able to:

- Design a garment technical sketch on the computer.
- Designing artwork for stationery and promotional material.
- Document the application of computer software in the fashion industry.
- Research fashion business web pages and identify most effective designs

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to Corel Draw	Teaching tools & its uses	20
Module 2	Create Promotional Material & Documents	Letter Heads Visiting Cards Posters Banners Leaflets & Flyers, etc.	40
Module 3	Creating technical drawing	Flat sketches for various garment designs	60

Assessment and Evaluation

- Base on assignments the students would be evaluated.

Indicative References:

- Colussy, M.K. 2001. *Fashion Design on Computers*. U.K. : Prentice hall.
- Colussy, M.K. and S. Greenberg. 2007. *Rendering Fashion, Fabric and Prints*. New Delhi: Dorling Kindersley (India) Pvt. Limited.
- Fuller, L.U and K.C. Fuller. 2007. *Photoshop CS3 Bible*. N. Delhi: Wiley Ind. Pvt Ltd.
- Quercia, V. 1998. *Internet in a Nutshell- A Desktop Quick Reference*. C.A : O'Reilly and Associates, Inc.
- Bain, S. and N. Wilkinson. 2004. *Coreldraw 12- The Official Guide*. New Delhi: Dreamtech Press. Indian Reprint.

Course Title: **PHOTOSHOP (Elective/PR)**

Course Credits: 4

Course Duration: **120 hours**

Course Description:

CAD is used by all design as well as manufacturing houses to increase the efficiency. CAD helps in not only designing but also in making technical drawings, marker making etc. which increase the pace of manufacturing process reducing the cost. Hence, it is important for merchandisers/managers to learn these modern techniques to put in practice.

Course Objectives:

- To acquaint the student with the scope and utility of the internet for research purpose.
- To apply computer CAD technology in achieving the results for Merchandising.
- To explore various computational techniques that a merchandiser uses to create technical drawings.
- To develop skills, ability, creativity in the field of garment to computer aided designing & manufacturing techniques and their application in the industry.
- To enhance individual design & technical skills & creativity.

Course Outcome:

At the completion of the subject the student will be able to:

- Design a garment technical sketch on the computer.
- Designing artwork for stationery and promotional material.
- Document the application of computer software in the fashion industry.
- Research fashion business web pages and identify most effective designs

Course Outline:

Module	Topic	Description	Hours
Module 1	Introduction to PhotoShop	Tools & its uses	20
Module 2	Image Editing	Using various tools to edit images	60
Module 3	Create Promotional Material & Documents	Magazine Cover Publicity Material	40

Assessment and Evaluation

- Base on assignments the students would be evaluated.

Indicative References:

11. Colussy, M.K. 2001. *Fashion Design on Computers*. U.K. : Prentice hall.
12. Colussy, M.K. and S. Greenberg. 2007. *Rendering Fashion, Fabric and Prints*. New Delhi: Dorling Kindersley (India) Pvt. Limited.
13. Fuller, L.U and K.C. Fuller. 2007. *Photoshop CS3 Bible*. N. Delhi: Wiley Ind. Pvt Ltd.
14. Quercia, V. 1998. *Internet in a Nutshell- A Desktop Quick Reference*. C.A : O'Reilly and Associates, Inc.
15. Bain, S. and N. Wilkinson. 2004. *Coreldraw 12- The Official Guide*. New Delhi: Dreamtech Press. Indian Reprint.

Websites:

1. www.office.microsoft.com
2. www.adobe.in

Course Title: **FABRIC & TRIM SOURCING (OJT/PR)**

Course Credit: **4**

Course Duration: **120 hours**

Course Description:

Sourcing is one of the most crucial activities of a merchandiser. The raw material used in garment manufacturing needs to be sourced efficiently in order to meet the time, cost constraints and quality requirements. Hence, it's important for merchandising/ management students to visit various markets, meet vendors and create a data base of suppliers and understand the latest trends, process and terms and conditions of trade at local, domestic and international level.

Course Objectives:

The student will be able to:

- To learn fabric identification
- To learn about various Trims
- To understand different types of fabric cost
- To understand uses of various materials and trims
- To create database of vendors and suppliers.

Course Outcome:

The student will be able to:

- Learn fabric identification
- Learn about various Trims
- Fabric different types of fabric cost
- Uses of various materials and trims.

Course Outline:

Module	Topic	Description	Hours
Module 1	Study of Fabrics	<ul style="list-style-type: none">● Fabric identification● Uses● Properties	20
Module 3	Study of Trims	<ul style="list-style-type: none">● Types of Trims● Uses● Properties	10
Module 4	Study of Accessories	<ul style="list-style-type: none">● Types of Accessories● Uses● Properties	10
Module 5	Market Sourcing for Fabrics	<ul style="list-style-type: none">● Visiting Markets● Interacting with vendors● Collection of data	40
Module 6	Market Sourcing for Trims	<ul style="list-style-type: none">● Visiting Markets● Interacting with vendors● Collection of data	40

Indicative References:

1. Corbman, B.P. 1983. Textiles Fiber to Fabric. Singapore: McGraw Hill Book Co. (Sixth Edition).
2. Joka Neshan, N. 2006. Fabric Structure and Design. Coimbatore (New Delhi): New Age International (P) Limited, Publishers.

- 3.Wynne A. Textiles. London: Macmillan Education Limited.
- 4.Prof. Ajgaonkar, D.B.1998. Knitting Technology .Bombay: Universal Publishers Corporation.
- 5.Spencer, D.J. Knitting Technology. England: Woodhead Publishing Ltd. Second Edition.
- 6.Prof. Banerjee, N.N. Weaving Mechanism. Vol. I. Smt. T. Banerjee. Calcutta: Revised Eight Edition.
- 7.Grosicki Z. Watson's Textile Design and Colour. Elementary Weaves & Figured Fabrics. London: Newnes-Butterworths. Bombay: Universal Publishing Corporation. Seventh Edition.

PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and SemesterEnd Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.









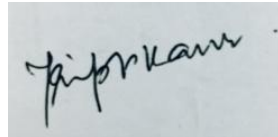
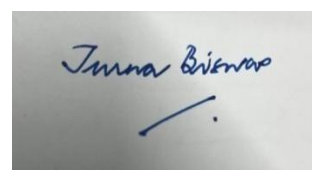
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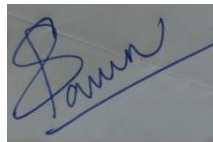
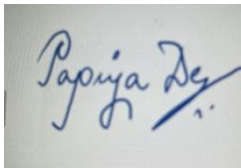


- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

Team for Creation of Syllabus

Sr. no.	Name & Designation	Sign
1.	Dr. Keyurkumar M. Nayak Director, UM-GICED Chairman of BOS Committee	
2.	Ms. ShilpaBorkar Placement Officer, UM-GICED Convenor- BOS, UM - GICED	
3.	Dr. KrishnenduDatta Dean – SIDT Member Secretary – BOS, UM - GICED	
4.	Ms. PriyankaBetgeri Course Coordinator - Design, SIDT	
5.	Ms. MousumiGolui Head of Admin & Examination, SIDT	
6.	Ms. KarishmaNanavati Course Coordinator - SSDP, SIDT	
7.	Ms. SoudamineeGavankar Faculty - SIDT	
8.	Ms. Fatema Cochinwala Faculty - SIDT	
9.	Ms. TriptKaur Head of Design ,Texport Syndicate (India)Ltd. (Industry Expert)	
10.	Ms. TurnaBiswas General Manager – Menswear, ABRFL (Subject Expert)	

11.	Ms. Sampa Dawn Vice President – Marketing, Fashinza (Subject Expert)	
12.	Ms. Papiya De Area Chairperson & Assistant Professor – Communication, School of Business Management– SVKM's NMIMS University (Academic Expert, Other University)	
13.	Dr. SumanMundkar Research Consultant, Academic, Research Consultancy Services, &retd. Associate Prof., Dept. of Textiles & Apparel Designing, SVT, SNDT University (Academic Expert, Other University)	
14.	Ms. DishaChetwani Lead – Uniforms (Design & Merchandising), Unitribes (Alumni)	

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Justification for (P.G. Diploma in Apparel Merchandising)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce a two years full time P.G. Diploma in Apparel Merchandising. It imparts the knowledge effectively manage and promote the sale of apparel products in the retail industry, planning, coordinating, and executing various activities to ensure the availability of the right products, at the right time, in the right quantities, and at the right price.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2021.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is two years (four Semesters). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 60 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	After gaining expertise in apparel merchandising, there are several job opportunities available in the fashion and retail industry. Students can work as Merchandiser, Buyer, Product Developer, Visual Merchandiser, Sales Representative, Supply Chain Coordinator etc.



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies