

## 6.1 ADVANCED PATTERN MAKING – II

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### RATIONALE

The students are supposed to perform the jobs of pattern maker when engaged in garment manufacturing. After going through this subject, students will be able to manipulate different darts, increase or decrease any pattern proportions and prepare commercial patterns.

### DETAILED CONTENTS

#### Practical Exercises

1. Understanding of different sizing systems
2. Preparing Industrial Patterns as per the measurement chart (spec sheet) for the following:
  - Women Kameez Salwar
  - Women Phiran
  - Women skirt
  - Women trouser
  - Men trouser
  - Men Waistcoat
  - Men – Khan suit
  - Women's coat
3. Make the layout of above garments

### RECOMMENDED BOOKS

1. Pattern Cutting for Women's Outwear by Cooklin, Gerry
2. Islamic Patterns: An Analytical and Cosmological Approach by Critchlow
3. Repeat Patterns: A Manual for Designers, Artists and Architects by Phillips and Bunce

## 6.2 GARMENT CONSTRUCTION - VI

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### RATIONALE

The diploma holders in garment technology are suppose to fabricate the garments so it is very essential that they should be able to fabricate various garments as per the layouts and specifications. Hence this subject has been included in the curriculum in order to develop such competencies.

### DETAILED CONTENTS

#### Practical Exercises

1. Construction of the following garments:
  - Women's trouser
  - Waist coat
  - Jacket – with and without hood ( in Knits)
  - Tailored shirt

#### RECOMMENDED BOOKS

1. Pattern Making for Fashion design by Armstrong
2. Clothing Construction by Doongaji; Raj Parkashan, Delhi
3. System of Cutting by Zarakar, Navneet Publications (India) Ltd.
4. Clothing Construction by Evelyn A Mansfield, Hougutan Miffin Co., Boston
5. Creative Sewing by Allynie Bane; McGraw Hill Book Co., Inc., New York
6. How You Look and Dress by Byrta Carson; McGraw Hill Book Co., Inc., New York
7. Complete Guide to Sewing by Reader's Digest

## 6.3 BASICS OF MANAGEMENT

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### RATIONALE

The diploma holders are generally expected to take up middle level managerial positions, their exposure to basic management principles is very essential. Topics like Structure of Organization, Leadership, Motivation, Ethics and Values, Customer Relationship Management (CRM), Legal Aspects of Business, Total Quality Management (TQM), Intellectual Property Rights (IPR) etc. have been included in the subject to provide elementary knowledge about these management areas.

### DETAILED CONTENTS

1. Principles of Management (06 hrs)
  - 1.1. Introduction, definition and importance of management.
  - 1.2. Functions of Management  
Planning, Organizing, Staffing, Coordinating, Directing, Motivating and Controlling.
  - 1.3. Concept and Structure of an organization  
  
Types of industrial organization
    - a) Line organization
    - b) Functional organization
    - c) Line and Functional organization
  - 1.4. Hierarchical Management Structure  
Top, middle and lower level management
  - 1.5. Departmentalization  
Introduction and its advantages.
2. Work Culture (06 hrs)
  - 2.1. Introduction and importance of Healthy Work Culture in organization
  - 2.2. Components of Culture
  - 2.3. Importance of attitude, values and behaviour  
Behavioural Science – Individual and group behaviour
  - 2.4. Professional ethics – Concept and need of Professional Ethics

3. Leadership and Motivation (06 hrs)
  - 3.1. Leadership
    - a) Definition and Need of Leadership
    - b) Qualities of a good leader
    - c) Manager vs. leader
  - 3.2. Motivation
    - a) Definition and characteristics of motivation
    - b) Factors affecting motivation
    - c) Maslow's Need Hierarchy Theory of Motivation
  - 3.3. Job Satisfaction
4. Legal Aspects of Business: Introduction and need (06 hrs)
  - 4.1. Labour Welfare Schemes
    - a) Wage payment : Definition and types
    - b) Incentives: Definition, need and types
  - 4.2. Factory Act 1948
  - 4.3. Minimum Wages Act 1948
5. Management Scope in different Areas (12 hrs)
  - 5.1. Human Resource Development
    - a) Introduction and objective
    - b) Manpower Planning, recruitment and selection
    - c) Performance appraisal methods
  - 5.2. Material and Store Management
    - a) Introduction, functions and objectives of material management
    - b) Purchasing: definition and procedure
    - c) Just in time (JIT)
  - 5.3. Marketing and Sales
    - a) Introduction, importance and its functions
    - b) Difference between marketing and selling
    - c) Advertisement- print media and electronic media
    - d) Market-Survey and Sales promotion.

- 5.4. Financial Management – Introduction
  - a) Concept of NPV, IRR, Cost-benefit analysis
  - a) Elementary knowledge of Income Tax, Sale Tax, Excise duty, Custom duty, Provident Fund
- 5.5 Maintenance Management
  - a) Concept
  - b) Preventive Maintenance
- 6. Miscellaneous topics (12 hrs)
  - 6.1. Customer Relationship Management (CRM)
    - a) Definition and Need
    - b) Types of CRM
    - c) Customer satisfaction
  - 6.2. Total Quality Management (TQM)
    - a) Inspection and Quality Control
    - b) Concept of Quality Assurance
    - c) TQM
  - 6.3. Intellectual Property Rights ( IPR)
    - a) Introduction, definition and its importance
    - b) Infringements related to patents, copyright, trade mark

## **INSTRUCTIONAL STRATEGY**

It is observed that the diploma holders generally take up middle level managerial positions, therefore, their exposure to basic management principles is very essential. Accordingly students may be given conceptual understanding of different functions related to management. Some of the topics may be taught using question answer, assignment or seminar method. The teacher will discuss success stories and case studies with students, which in turn, will develop appropriate managerial qualities in the students. In addition, expert lectures may also be arranged from within the institutions or from management organizations. Appropriate extracted reading material and handouts may be provided.

## RECOMMENDED BOOKS

1. Principles of Management by Philip Kotler TEE Publication
2. Principles and Practice of Management by Shyamal Bannerjee: Oxford and IBM Publishing Co, New Delhi.
3. Financial Management by MY Khan and PK Jain, Tata McGraw Hill Publishing Co., 7, West Patel Nagar , New Delhi.
4. Modern Management Techniques by SL Goel: Deep and Deep Publications Pvt Limited , Rajouri Garden, New Delhi.
5. Management by James AF Stoner, R Edward Freeman and Daniel R Gilbert Jr. : Prentice Hall of India Pvt Ltd, New Delhi.
6. Essentials of Management by H Koontz, C O' Daniel , McGraw Hill Book Company, New Delhi.
7. Marketing Management by Philip Kotler, Prentice Hall of India, New Delhi
8. Total Quality Management by DD Sharma, Sultan Chand and Sons, New Delhi.
9. Intellectual Property Rights and the Law by Dr. GB Reddy.
10. Service Quality Standards, Sales & Marketing Department, Maruti Udyog Ltd.
11. Customer Relationship Management: A step-by-step approach, Mohamed & Sagadevan Oscar Publication, Delhi
12. Customer Relation Management, Sugandhi RK, Oscar Publication, Delhi.

## SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (hrs)	Marks Allotted (%)
1.	06	15
2.	06	10
3.	06	15
4.	06	10
5.	12	25
6.	12	25
<b>Total</b>	<b>48</b>	<b>100</b>

## 6.4 APPAREL MERCHANDISING

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### RATIONALE

Some diploma holders of garment technology may find employment in export houses and apparel merchandizing agencies. After studying this subject, the students will understand marketing in domestic and international markets and their quota systems. It focuses attention on apparel industry giving thorough knowledge of merchandising.

### DETAILED CONTENTS

1. Apparel Industry Profile (12 hrs)
  - 1.1 Current Indian export and India's position in the world apparel/textile market
  - 1.2 Organizational structure of export house, buying houses and domestic companies and export procedures
  - 1.3 Buyer classification and buying network in exports
2. Merchandising (06 hrs)
  - 2.1 Merchandising concepts
  - 2.2 Role and responsibilities of apparel merchandiser
  - 2.3 Sample Approval
  - 2.4 Need of merchandising for Garment Industry
  - 2.5 Time and action plan – Buying offices
3. Fashion merchandizing (15 hrs)
  - 3.1 Study of fashion principles, theories and fashion cycle and terminology
  - 3.2 Introduction to fashion marketing and merchandizing principles – retail, whole sale, boutique, designer - wear, couture, pret-o-porter (ready to wear), haute couture (hi-fashion)
  - 3.3 Consumer Behavior
4. Marketing :: (10 hrs)
  - 4.1. Definition, Concepts of marketing
  - 4.2. 4 P's of marketing (marketing mix)
  - 4.3. Target market
  - 4.4 Product cycle
  - 4.5. Marketing strategy

5. Sourcing (18 hrs)
- 5.1 Assignment based on the market survey within the local market for various fabrics, trims and accessories
- 5.2 Factors in deciding fabrics, price, quality, lead time, factory suitability, fly accessibility.
- 5.3 Trim sourcing – buttons, beads, laces, labels, tags, packaging
- 6 Export (03 hrs)
- 6.1 Export Documentation
- 6.2 INCO Terms

### RECOMMENDED BOOKS

1. Fashion from Concept to Consumer, McGraw Hill Book Co. Inc. New York
2. Fashion and Retail Merchandising
3. Inside the Fashion Business by Joonow, Jea
4. Fashion Merchandising by Stone, Ela, McGraw Hill Book Co. Inc., New York
5. Ready to Wear Apparel Analysis by Petty and Brown, New Age Publisher, Delhi

### SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	12	20
2	06	10
3	15	23
4	10	15
5	18	27
6	03	05
<b>Total</b>	<b>64</b>	<b>100</b>



## 6.5 MAJOR PROJECT WORK (Industry Oriented-Practice Based)

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Project work aims at developing professional skills in the students whereby they apply in totality the knowledge and skills gained through the course work in the solution of a practical problem undertaken as a project work. The students have different aptitudes and strengths. Project work, therefore, should match the strengths of students. For this purpose, students should be explained the objectives of the project work and then asked to identify the type of project work, they would like to execute. It is also essential that the faculty of the respective departments may have a brainstorming session to identify suitable project assignments. The project assignment can be individual or a group assignment. There should preferably be not more than 4 students if the project work is given to a group. The students should identify themselves or be given project assignment at least two to three months in advance. The identified project work must lead students to exposure and interaction with industry/field organizations in the world of work.

Each teacher is expected to guide the project work of 4-5 students at a time. The project assignments may consist of: (This is only suggestive list, however, other projects may also be identified)

Collecting the information regarding the selected topic. Can be any garment like shirt, trouser, skirt etc. (Developing a range of 5 garments in design)

- Sourcing of raw material
- Pattern development and operation breakdown
- Construction of one garment
- Cost sheet development
- Presentation

### **Note:**

A viva voce examination shall be conducted at the end of the project for assessing the work of the student. The examination committee for this purpose shall consist of a professional and teacher who has guided the project. The project work should be properly displayed by the student

Suggested sources of inspiration are Traditional textiles/costume embroidery/printing/accessories etc.