



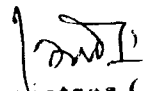

UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

M.A./M.Sc./M.Com.
Garment Production
&
Export Management
(ANNUAL SCHEME)

M.A./M.Sc./M.Com. (Previous) Examination 2017

M.A./M.Sc./M.Com. (Final) Examination 2018


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UNIVERSITY OF RAJASTHAN, JAIPUR

MA/M.Sc./M.Com. Garment Production & Export Management

ANNUAL SCHEME

The Master of Garment Production & Export Management will be two year Multi faculty course extending over two academic sessions.

Eligibility Criteria

To be eligible for admission to the Master in GPEM a candidate must have 40% or more at graduate level from the faculty of Arts\ Science\ Commerce\ Fine Arts\ Social Science.

There shall be XVI Papers in all. The candidate has to study all papers compulsorily.



The Scheme shows the teaching/ week, duration of examination, minimum and maximum marks.

PG Prev Paper No.	Subject	Teaching hours per week (hrs)	Max. Marks	Min. Pass Marks	Duration of Examination (hrs)
	THEORY				
i	Fashion Studies	3	75	27	3
ii	Garment Production Technology	3	75	27	3
iii	Business Environment & Practical Accounting	3	75	27	3

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iv	Business Entrepreneurship & Sales Promotion	3	75	27	3
	PRACTICAL				
v	Clothing Construction	6	100	36	6
vi	Pattern making and draping	6	100	36	6
vii	Apparel illustration	4	100	36	4
	Total	28	600		
PG Final	INTERNSHIP THEORY	45 days			
viii	Testing and quality control	3	50	18	3
ix	Export Marketing & Documentation	3	75	27	3
x	Textile Designing	3	50	18	3
xi	Functional Management	3	75	27	3
xii	Business Communication Technology	4	50	18	3
	PRACTICAL	4			
xiii	Computer Aided fashion Designing	4	50	18	3
xiv	Business communication & accounting	4	50	18	6


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xv	Design concepts	6	100	27	6
	Project	4	100	36	6
	Total	38	600	216	
	Grand Total		1200	132	

A board of Examiners will be formed for Practical Examinations. Board will comprise of an internal, examiner, awarding 40% marks for submissions (internal assessment) and an external examiner awarding 60% marks for the practical examination.

Each theory paper will contain nine questions and candidates are required to attempt any five questions.

It will be necessary for a candidate to pass in the theory part as well as in practical of a paper separately.

A candidate to pass at each of the Previous and Final Examination shall be required to obtain at least 36% marks in the aggregate of all the papers prescribed for the examination and at least 36% marks in Practical wherever prescribed at the examination, provided that if a candidate fails to secure at least 25% in each individual paper at the examination and also in the project. The candidate shall be deemed to have failed at the examination notwithstanding his/ her having obtained the minimum percentage of marks required in the aggregate for that examination.

A candidate will be promoted to final year if he/ she has secured 25% in three theory and two practical paper of Previous examination with at least 36% in aggregate of these papers.

A candidate who does not pass in the papers prescribed for Final Examination shall be required to re-appear in the papers he/ she has not cleared at the final examination in a subsequent years.

No division will be awarded at the Previous Examination. Division shall be

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awarded at the end of the Final Examination on the combined marks obtained at the Previous and the Final examination taken together.

The degree will be given to the candidate after clearing all XVI papers and internship. Candidate with BA/ BFA/ Three years diploma will be given degree in MA, B.Sc./ Home Science/ BCA in M.Sc. and B.Com in M.Com.

Internship : Each student has to submit a consolidated report on the visit made in an organization sponsored by the Institution. The assessment will be made only by the internal examiner.

Project : The Project work will involve in depth practical work on a problem suggested by the supervisor of the candidate. The student will submit the project report in triplicate of the work done. The project submitted by the candidate shall be evaluated by external examiner and internal examiner (supervisor). The student will be required to make a presentation of the work followed by vice-voce.

Distribution of marks for assessment as as follows :

Internal assessment	:	40
External assessment	:	40
Viva voce	:	20
Total	:	100

The examination will be held in the department and the project work will NOT be required to be mailed to the external examiner.


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PAPER: I

FASHION STUDIES

M.M. 75

HRS. 3

UNIT- I

1. Fashion-

- > Terminology, components
- > Principles
- > Fashion cycle
- > Fashion Forecasting
- > Theories

- Designers with special reference to India & French
- Fashion Accessories

UNIT- II

1. Clothing - why do ^{we wear} use were clothes, Selection of garment for infant, toddler, School going student, teenagers, adolescent & people with special needs.
2. Wardrobe Planning & Exploring Resources

UNIT- III

1. Indian costumes

- > Mauryan
- > Kushan
- > Gupta
- > Mughal period
- > North, South, East & West India

2. Costumes of Ancient Time

- > Babylonian
- > Persian
- > Greek
- > Roman
- > Egyptian

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PAPER - II : GARMENT PRODUCTION TECHNOLOGY

MARKS : 75

HOURS : 3

Section-A**The Clothing Industry**

1. Structure of Clothing Industry.
2. Sectors of Clothing Industry.
3. Product types and organization size, Production run, marketing, Operating skills
4. Present status of clothing industry.
5. Types of garments exported.


Section-B**The Organization of Clothing Industry**

1. Principles of management.
2. Design department - Fore-casting, Designing, Production of sample garment.
3. Marketing Department - Merchandising and sales.
4. Finance Department - Budgeting, Garment costing.
5. Purchase Department.
6. Production Department - Manufacture, Production and control.
7. Operations Department - Company calendar, Pre-production planning and control, Information technology

Section- C**Manufacturing Technology:**

8. Cutting Room - Production processes in cutting.
9. Sewing Technology - Components of sewing, Threads, Machinery and equipments, Work aids, Machine attachment.




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10. Pressing Technology - Machinery and equipment.

11. Product Technology - Manual system and mechanical transport system.

12. Warehouse - Handling, Storage, Packing and boxing.

REFERENCES:

Carr Harold and Latham Barbara, The technology of Clothing manufacture, Blackwell Science, Cambridge.

Chuter A.J. Introduction to Clothing: production Management, Blackwell Science, Cambridge.

Cooklin Jerry, Introduction to Clothing Manufacture, Blackwell Science, Cambridge.

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SECTION A

1. Meaning and managerial economics, its scope. Role of micro and macroeconomics. Analysis in the formulation of business policies.
2. Indian Foreign Trade - Salient features, objectives, composition and directions of foreign trade, balance of trade and payment.
3. Cost Analysis - Break-even analysis.

SECTION B

4. Meaning of banker and customer relationship between banker and customer.
5. Brief study of negotiable instruments (cheque, promissory notes, bill of exchange, letter of credit).
6. Endorsement and crossing.
7. Presentation, Collection and payment of negotiable instrument.
8. Dishonour, Noting and protesting of negotiable instruments.

SECTION C

9. Journal entries, Ledger, Subsidiary books and preparation of final accounts with adjustment.
10. Rectification.
11. Bank reconciliation statement.
12. Computer accounting (practical knowledge on computer)
13. Preparation of Performa of export cost sheet and quotation.


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Section A

1. Meaning and nature of entrepreneurship and socio-economic development problems of entrepreneurship. Social responsibility of entrepreneurs government encouragement of entrepreneurship.

Section B

2. (a) Organisation of central and state government to help entrepreneurship.
- (b) Infrastructure
- (c) Entrepreneurship in Rajasthan.
- (d) Incentives and concession available to industries in Rajasthan.

Section C

3. (a) Sales promotion-Meaning, nature, Role and importance, Functions of sales promotion department.
- (b) Distinction with advertising and personal selling.
- (c) Types of Sales promotions-Dealer promotion, consumer promotion, Sales promotion, Sales promotion of industrial and consumer products.
- (d) Export sales promotion, evaluation of sales promotion programme.
- (e) Motivation-Meaning, Its importance, consumer psychology, buying motives of consumer.

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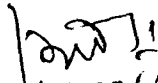
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PAPER V : Clothing Construction

MM: 100

Hrs.6

1. Study of machinery and attachment used in sewing machine.
2. General Principles of clothing construction
3. Handling various fabrics with cutting and stitching (Lace, velvet, & chiffon).
4. Preparation of samples:
 - 1) Sleeves- Puff, Bishop, Lantern, Raglan, Square armhole, sleeves finished with cuff and set in sleeves.
 - 2) Collars- Flat- Sailor and square hole.
Stand- Chinese, convertible and two pieces shirt.
Lapel- lapel without collar and shawl.
 - 3) Necklines- cowl, flounce, round, square, V, sweet heart.
 - 4) Pockets- patch, bound, welt, vertical, seam & flap.
5. Drafting cutting and stitching of the following garments using special fabrics.
 - 1) Children garments: Party frock
Night wear
Skirt with top
Short with shirt
 - 2) Ladies garments: reversible sleeves jacket
Variation of at least 2 tops (using dart manipulation)
House coat with shawl collar
 - 3) Gents garments: gents shirt
Trousers
 - 4) One garment with self help features.


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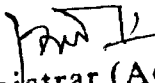
PRACTICAL

PAPER VI: Pattern Making and Draping

MM: 100

HRS:6

1. Study of Anthropometric measurements
2. Pattern making (a) Designing through flat pattern -
 - Dart manipulation in bodice
 - Development of variation in basic bodice, sleeves, Collars, yokes, skirts & trousers.(b) Designing through draping -
 - Preparing samples of basic bodice-combing, dividing & moving darts
 - Princess line
 - Yoke
 - Cowl
 - Collars
3. Pattern marking : Essential symbols & terms, piece identification, grainline, notches, darts, center front & back, foldline, lengthen & shorten
Helpful markings- cutting & stitching line, stitching direction, ease, gathers, hem, & edge finishes.
3. Pattern envelope : information, illustration, different views, suggestion for fabric types, standard measurements
4. Pattern guidesheet : standard instructions, pattern layout.
5. Preparation of commercial paper patterns of various designs at least five children & ladies garments.
6. Preparation of portfolio's.


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PRACTICAL

PAPER VII: Apparel Illustration

MM: 100

HRS 4

- 1) Drawing with ideal proportion at different ages from one year child to adult.
- 2) Drawing the human from different angles: front, back & side.
- 3) Drawing a stick figure, block figure & flash figure of 91/2, 111/2, 121/2.
- 4) Drawing of faces, nose, lips, eyes, hands, legs, hairstyles & accessories.
- 5) Sketching of casual, formal, sports, winter, summer, night, beach, party, traditional wear & theme interpretation using various techniques i.e. stippling, poster colours, mixed, pencil, crayon etc.
- 6) Preparations of work order sheet, given a pattern determine assembly lines steps including cost of raw material per garment to transporting an original design to mass production.
- 7) Development of prints & textures.
- 8) Development of mood boards & producing a theme & then illustrating on a fashion figure.
- 9) Study tours to various centers to examine historical & modern apparel & textile.


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PAPER VIII TESTING AND QUALITY CONTROL

MARKS :50

HOURS : 3

Section A

1. Importance of inspection and quality control.
2. Definition of quality control, quality control organization and its functions.
3. Importance of fixing standards and various factors responsible for deviation from standards.
4. Common faults in fabric and their analysis.

Section B

5. Yarn dimensions - yarn number measurement; measuring yarn number from small lengths as universal yarn balance and Beaseley's yarn balance.
6. Twist and twist measurement, direction twist, function of twist in yarn structure, effects of twist in yarn properties
7. Definition of crimp, measurement of crimp by shirley crimpmeter, crimp and fabric properties.

Section C

8. Fabric thickness and its measurement.
9. Introduction to fabric stiffness, handle and drape, measurement of crease recovery.
10. Pilling of fabric, pilling measurement.
11. Tensile testing of fabric by pendulum type testers.
12. Definition of moisture regain moisture content, absolute humidity, relative humidity, standard atmosphere and testing atmosphere. Measurement of moisture regain by electronic moisture meter and drying ovens.
13. Shrinkage and its measurement.
14. Colour Fastness to :Washing, Rubbing (Dry, Wet), Light

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PAPER – IX : EXPORT MARKETING AND DOCUMENTATION

MARKS : 75

HOURS : 3

Section –A

1. International Marketing; Nature, definition and scope of international marketing. Domestic marketing vs. International marketing
International marketing environment external and internal.

Identifying and Selecting Foreign Market; Foreign market entry mode decisions.

2. Product Planning for International Market: Product designing; Standardization Vs. adaptation; Branding and packaging; Labeling quality issues; After sales service. *branding*

Section –B

3. International pricing: Factors influencing international price, Pricing process and methods; International Price quotation and payment terms.
4. Promotion of Product/ Services Abroad; Methods of International promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.

International Distribution : Distribution Channels and logistics decisions; Selection and appointment of foreign sales agents.

Section-C

5. ^{ies} ~~Export~~ Policy and Practices in India: Exim policy; steps in starting and export business; Export Finance; Documentation, Export Procedures; Export Assistance and Incentives,

*Product selection, Market selection
Export pricing*

*on overview trends in India's
foreign trade*

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PAPER X --

TEXTILE DESIGNING

MARKS: 50

HOURS: 3

SECTION A

1. DESIGN INTERPRETATION: Elements & principles of Design, Layout of designs, repeat bases, drop devices.
2. COLOUR: Terminology, Theory, Schemes.
3. SAREE'S OF INDIA: Chikankari, Bandhani, Baluchari, Brocade, Pochampalli, Kanchipuram, Bandha, Patola.
4. Styles of wearing saree's.

SECTION B

5. PRETREATMENTS OF YARN or FABRIC FOR DYEING :- desizing, scouring & bleaching
6. FORMS OF DYEING : fabric, yarn, piece, cross & union.
7. CLASSIFICATION OF DYES : natural & synthetic.
8. METHODS OF DYEING : jigger, hank, yarn, winch & jet

SECTION C

9. METHODS OF PRINTING : block, roller, stencil, screen & rotary.
10. STYLES OF PRINTING : direct, discharge & resist style.
11. FINISHING: meaning & importance of various types of finishes.

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PAPER X1 : FUNCTIONAL MANAGEMENT

MARKS : 75

HOURS : 3

Section-A

1. Personnel Management: Meaning, Scope, Role and functions, Functions and duties of personnel manager.

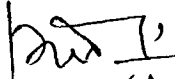
Man Power Planning: Concept of HRM and HRD recruitment, Selection, Training and placement personnel.

Section-B

2. Marketing Management: Meaning, Nature, Scope and importance, Product planning and development, Marketing research, Channel of distribution, Pricing policies and strategies.
3. Financial Management: Importance, Functions and role of financial management, Duties of finance manager.

Section-C

4. Production management: Meaning, Nature, Scope, Functions and problems, Work measurement and work standards, Product design and product research, Quality control and inspection.
5. Materials Management: Role, Importance, Functions and scope, Value analysis, Inventory, Planning and control, ABC analysis, Determination of minimum, Maximum and re-order level, Economic order quantity.


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PAPER - XII : BUSINESS COMMUNICATION TECHNOLOGY

MARKS : 50

HOURS: 3

Section -A

1. Fundamental of Communications : Definition of Communication, models of communication, barriers in communication, essential of good communication.
2. Modes of Human Communication: Basic differences in the principle modes of human communication, reading, writing, listening, speaking and non-verbal communication.
3. Using Audio Visual Aids for Effective Communication : The role of technology in communication, the role of audiovisuals in communication.

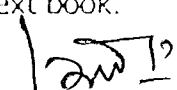
Section -B

4. Spoken Communication: Importance of this mode, designing receiver oriented message, comprehending cultural dimension.
5. Written Communication: Fundamentals of sentence structure, writing good paragraphs.
6. Fundamentals of Technical Writing: Special features of technical writing, the word choice, developing clarity and consciousness.

Section - C

Making oral presentation : Function of presentations, defining objectives, audience analysis, collection of material, organization of materials, body language, effective delivery techniques.

Grammar: Functional grammar & usage, articles and prepositions, tenses, punctuation, common errors, extension of vocabulary, reading comprehension, listening, comprehension in language laboratory work, working out the exercise provided in the prescribed text book.


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PRACTICAL

PAPER XIII: Computer Aided Fashion Designing

MM: 50

Hrs: 4

1. Introduction to basics of computer
 - M.S. word
 - Windows
2. Presentation of data
 - power point, creating a slides, editing & showing slide shows.
3. Internet and its applications
 - log into internet
 - seeking information
 - down loading information
 - sending and resaving e-mail
4. Use of scanning & development of brochures.
5. Introduction to sketching
 - coral draw/Photoshop / paint brush

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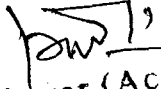

PRACTICAL
PAPER-XIV BUSINESS COMMUNICATION AND ACCOUNTING

MARKS : 50

HOURS : 4

Syllabus based on business communication technology and practical accounting.

1. Case studies based on communication aspects.
2. Business letter writing
3. Group discussion on current topics
4. Presentation –
 - Power Point
 - OHP
5. Introduction of Accounting software: Tally


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Practical

PAPER XV: DESIGN CONCEPTS

M.M.: 100

Hrs: 6

1. Dyeing of various fabrics with various suitable dyes.
(Fabrics: cotton, wool, silk, polyester)
(Dyes: direct, acid, basic, sulphur, reactive & disperse)
2. Tie & Die & Batik: preparation of samples
Printing of various fabrics with various suitable dyes & pigments
Block & screen printing: preparation of samples.
3. Embroidery- basic stitches (5-6)
Traditional (5-6)
Preparation of samples.
4. Yarn
a) yarn count and yarn twist
Fabric
b) Thread count and balance, dimensional, stability, color fastness.

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PAPER XVI PROJECT

Objectives

- 1 To enable the student to work independently of textiles and clothing.
- 2 To develop an ability of presenting reports in the class.
- 3 To give opportunity to use visual for the report.

Students must prepare a report related to garment production & Export Management.

REFERENCES: Journals and magazines, Periodicals, Dissertations.

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