University of Rajasthan
Jaipur

SYLLABUS

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

(Annual Scheme)

Previous Examination  2019
Final Examination     2020

Dy. Registrar
(Academic)
University of Rajasthan
Jaipur
UNIVERSITY OF RAJASTHAN, JAIPUR

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

ANNUAL SCHEME

The Master of Garment Production & Export Management will be a 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 faculties of Arts, Science, Commerce, Fine Arts, and 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.

<table>
<thead>
<tr>
<th>PG Prev Paper No.</th>
<th>Subject</th>
<th>Teaching hours per week (hrs)</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Examination (hrs)</th>
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<tr>
<td></td>
<td>THEORY</td>
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<tr>
<td>i</td>
<td>Fashion Studies</td>
<td>3</td>
<td>75</td>
<td>27</td>
<td>3</td>
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<td>ii</td>
<td>Garment Production Technology</td>
<td>3</td>
<td>75</td>
<td>27</td>
<td>3</td>
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<tr>
<td>iii</td>
<td>Business Environment &amp; Practical Accounting</td>
<td>3</td>
<td>75</td>
<td>27</td>
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<thead>
<tr>
<th>IV</th>
<th>Business Entrepreneurship &amp; Sales Promotion</th>
<th>3</th>
<th>75</th>
<th>27</th>
<th>3</th>
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<tbody>
<tr>
<td>V</td>
<td>Clothing Construction</td>
<td>6</td>
<td>100</td>
<td>36</td>
<td>6</td>
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<td>VI</td>
<td>Pattern making and draping</td>
<td>6</td>
<td>100</td>
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<td>6</td>
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<td>VII</td>
<td>Apparel illustration</td>
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<td>100</td>
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<td>Total</td>
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<td>PG Final</td>
<td>INTERNSHIP</td>
<td>45 days</td>
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<tr>
<td>VIII</td>
<td>Testing and quality control</td>
<td>3</td>
<td>50</td>
<td>18</td>
<td>3</td>
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<td>IX</td>
<td>Export Marketing &amp; Documentation</td>
<td>3</td>
<td>75</td>
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<tr>
<td>X</td>
<td>Textile Designing</td>
<td>3</td>
<td>50</td>
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<td>XI</td>
<td>Functional Management</td>
<td>3</td>
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<td>XII</td>
<td>Business Communication Technology</td>
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<td>PRACTICAL</td>
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<td>XIII</td>
<td>Computer Aided fashion Designing</td>
<td>4</td>
<td>50</td>
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<td>3</td>
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<tr>
<td>XIV</td>
<td>Business communication &amp; accounting</td>
<td>4</td>
<td>50</td>
<td>18</td>
<td>6</td>
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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 not withstanding 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 year.

No division will be awarded at the Previous Examination. Division shall be
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.
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 choose we clothes, Selection of garments 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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Section-A

The 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 cuttin.
10. Pressing Technology  Machinery and equipment.


REFERENCES:


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.


SECTION B


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


10. Rectification.


12. Computer accounting (practical knowledge on computer)

13. Preparation of Performa of export cost sheet and quotation.
Section A


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.
PAPER V : Clothing Construction

MM. 100

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
PAPER VI: Pattern Making and Draping

1. Study of Anthropometric measurements
2. Pattern making (a) Designing through flat pattern
   - Dart manipulation in bodice
   - Development of variations 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

4. Pattern envelope
   Information, illustration, different views, suggestion for fabric types, standard measurements

5. Pattern guidesheet
   Standard instructions, pattern layout

6. Preparation of commercial paper patterns of various designs at least five children & ladies garments

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.
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.

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.
11. Tensile testing of fabric by pendulum type testers.
13. Shrinkage and its measurement.
14. Colour Fastness to Washing, Rubbing (Dry, Wet), Light
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; Branding; Standardization Vs. adaptation; Packaging; Labeling quality issues; After sales service.

Section - B


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. 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
SECTION A
1. DESIGN INTERPRETATION. Elements & principles of Design, Layout of designs, repeat bases, drop devices.
2. COLOUR - Terminology, Theory, Schemes.
3. SAREES 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.
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.
PAPER XI: FUNCTIONAL MANAGEMENT

MARKS 75

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


Section-C


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.
Section - A

1. Fundamental of Communication: Definition of Communication, models of communication, barriers in communication, essential of good 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.


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 exercises provided in the prescribed text book.
PRACTICAL

PAPER XIII: Computer Aided Fashion Designing

1. Introduction to basics of computer
   - MS 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
   - downloading information
   - sending and receiving e-mail
4. Use of scanning & development of brochures
5. Introduction to sketching
   - corel draw/Photoshop / paint brush
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
Practical

PAPER XV: DESIGN CONCEPTS

ALM: 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. Lino & 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.
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.