UNIVERSITY OF RAJASTHAN
JAIPUR
SYLLABUS

M.A./M.Sc./M.Com.
Garment production
&
Export Management
(Annual Scheme)

Previous Examination  2020
Final examination  2021

Dy. Registrar (Academic-I)
University of Rajasthan
Jaipur
M.A./M.Sc./M.Com Garment production and Export management
Annual Scheme

The master of Garment Production and 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.

<table>
<thead>
<tr>
<th>PG Prev Paper No.</th>
<th>Subject</th>
<th>Teaching Hours</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Examination (hrs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEORY i</td>
<td>Fashion studies</td>
<td>3</td>
<td>75</td>
<td>27</td>
<td>3</td>
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<tr>
<td></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>
<td>3</td>
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<tr>
<td>iv</td>
<td>Business entrepreneurship &amp; Sales promotion</td>
<td>3</td>
<td>75</td>
<td>27</td>
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<tr>
<td>PRACTICAL 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 &amp; Draping</td>
<td>6</td>
<td>100</td>
<td>36</td>
<td>6</td>
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<td>vii</td>
<td>Apparel Illustration</td>
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<td>100</td>
<td>36</td>
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<tr>
<td>PG Final</td>
<td>INTERNSHIP THEORY</td>
<td>45 Days</td>
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<td>viii</td>
<td>Testing &amp; Quality control</td>
<td>3</td>
<td>50</td>
<td>18</td>
<td>3</td>
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<tr>
<td>ix</td>
<td>Export Marketing &amp; Documentation</td>
<td>3</td>
<td>75</td>
<td>27</td>
<td>3</td>
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<td>x</td>
<td>Textile Designing</td>
<td>3</td>
<td>50</td>
<td>18</td>
<td>3</td>
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<td>Functional Management</td>
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<td>3</td>
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<td>Business Communication</td>
<td>4</td>
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<td>3</td>
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<tr>
<td>PRACTICAL</td>
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<td>4</td>
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<td>18</td>
<td>3</td>
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<td>xiii</td>
<td>Business communication and Accounting</td>
<td>4</td>
<td>50</td>
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<td>6</td>
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<tr>
<td>xiv</td>
<td>Design concepts</td>
<td>6</td>
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<td>xvi</td>
<td>Project</td>
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<td><strong>Total</strong></td>
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<td><strong>Grand Total</strong></td>
<td><strong>1200</strong></td>
<td><strong>432</strong></td>
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</table>

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 examinations.

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 the practical of a paper separately.

A candidate to pass at each of the Previous and Final examinations 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 theories and two practical paper of previous examination with at least 36% in aggregate of these papers.

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A candidate who does not pass in the papers prescribed for the Final examination shall require to appear in the papers he/she has not cleared at the final examination in the subsequent years.

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 B.A./B.F.A. three years diploma will be given degree in M.A./B.Sc./Home Science/ B.C.A. 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 viva-voce.

Distribution of marks for assessment as follows:
- Internal assessment : 40
- Eternal 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**

**UNIT-I**

**I Fashion**-

- Terminology components
- Principles
- Fashion cycle
- Fashion forecasting
- Theories
- Designers with special reference to India & French
- Fashion Accessories

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UNIT-II

- Clothing - why do we wear clothes, Selection of garments for infant, toddler, School going student, teenagers, adolescent & people with special needs
- Wardrobe planning & planning 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

REFERENCES:


PAPER - II: GARMENT PRODUCTION TECHNOLOGY

M.M. 75  Hrs. 3

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:

1. Cutting Room - Production processes in cutting.
3. Pressing technology: machinery and equipment.
5. Warehouse - Handling, Storage, Packing and boxing.

REFERENCES:


PAPER-III  BUSINESS ENVIRONMENT & PRACTICAL ACCOUNTING

M.M: 75  Hrs: 3

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

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

SECTION C

2. Rectification.
4. Computer accounting (practical knowledge on computer)
5. Preparation of Performa of export cost sheet arid quotation.

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PAPER-IV BUSINESS ENTREPRENEURSHIP AND SALES PROMOTION

M.M. 75
HOURS: 3

Section A


Section B

2. 
   a) Organization 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
   b) Functions of sales promotion department.
   c) Distinction with advertising and personal selling.
   d) Types of Sales promotions-Dealer promotion, consumersales promotion, sales promotion of Industrial consumer products.
   e) Export sales promotion
   f) Evaluation of sales promotion programme.
   g) Motivation-Meaning and its importance
   h) Consumer psychology.
   i) Buying motives of consumer.

References:

2. G. S. Sudha (2017-18), Entrepreneurship and small business management, 2nd ed. R. B. D. Publishing house, Jaipur, New Delhi

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University of Rajasthan
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5. M. J. Methew, Sales management and sales promotion 1st ed. RBSA publishers, Jaipur.

PRACTICAL

PAPER V: Clothing Construction

MM 100

6 Hrs.

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
       Andset in sleeves
   2) Collars:- Flat, Sailor and square hole
       Stand; Chinese, convertible and two piece shirt
       Lapel; Lapel without collar and shawl
   3) Necklines:- cowl, flounce, round, square, V, sweetheart
   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
       Trouser
   4) One garment with self-help features

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REFERENCES:

PRACTICAL
PAPER VI: Pattern making and Draping

M.M. 100

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 making Essential symbols & terms; Piece identification, grain line, notches, darts, center front & back, fold line, 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 guide sheet standard instructions pattern layout
6. Preparation of commercial paper patterns of various designs at least five children & ladies garments
7. Preparation of Portfolio’s

REFERENCES:
PRACTICAL
PAPER VII: Apparel Illustration

M.M. 100

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 9.1/2 inch, 10.1/2 inch, 12. 1/2 inch.
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) Preparation 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 fashion figure.
9) Study tours to various centers to examine historical & modern apparel & textile.

REFERENCES:
PAPER VIII TESTING AND QUALITY CONTROL

M.M: 50
Hrs. 3

Section- A

1. Importance of inspection and Quality control.
2. Definition of Quality control, Quality control organization and its function.
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 Beasley’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 crimp meter, 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 to fabric by pendulum type testers.
13. Shrinkage and its measurement.

REFERENCES:


PAPER- IX: EXPORT MARKETING AND DOCUMENTATION
M.M: 75 Hrs. 3

Section- A

1. International marketing: Nature, definition and scope of international marketing, Domestic marketing vs. International marketing, International marketing environment external and internal.
2. Identifying and selecting foreign market: Foreign market entry mode decisions.
3. Product planning for International market: Product designing, Standardization vs. adaptation, branding and packaging, labeling, quality issues.

Section- B

4. International pricing: Factors influencing international price, pricing process and methods; international price quotation and payment terms.
5. Promotion of product/service, Method of international promotion; Direct mail and sales literature; Advertising; personal selling; Role of trade fairs and exhibitions.

Section-C

8. An overview on trends in India’s foreign trade steps in starting export business; product selection, market selection.
9. Export pricing; Export finance.
10. Documentation
11. Export procedures.
12. Export assistance and Incentives by government.

References:

3. M. J. Metherw International Marketing (Procedures and practices) 1st ed. RBSA publishers, Jaipur

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PAPER X: TEXTILE DESIGNING

M.M: 50

Section – A

1. Design interpretation: Elements and principles of design, layout of design, repeat basis and drop devices.
4. Style of wearing saree’s.

Section - B

8. Methods of dyeing: Jigger, hank, yarn, winch & jet.

Section-C

10. Styles of printing: direct, discharge & resist style.
11. Finishing: meaning & importance of various type of finishes.

REFERENCES:

PAPER XI: FUNCTIONAL MANAGEMENT

M.M: 75

Section – A

1. Personal management: Meaning, scope, role and functions, functions and duties of personal manager.

   Human Resource 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.


Section – C

4. Production management: Meaning, nature, scope, functions and problems, 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.

References:

PAPER – XII: BUSINESS COMMUNICATION

M.M: 50

Hrs. 4

Section – A

1. Fundamental of communications: Definition of communication, models of communication, barriers in communication, essentials 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 paragraph.
6. Fundamentals of technical writing: Special features of technical writing, the word choice, developing clarity and consciousness.

Section – C

7. Marking oral presentation: Functions of presentation, defining objectives, audience analysis, collection of material, organization of materials, body language, effective delivery techniques.
8. 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.

References:


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PAPER XIII: Computer Aided Fashion Designing

MM: 50
Hrs. : 4

Objective:
• To acquaint students with computer aided designing.
• To impart the skill of fashion designing through coral draw and adobe photo.

Contents:
1. Introduction to basics of computer.
   • Basic operation in data handling copy, paste, prepare a folder/file.
   • Internet and their application uses.
   • Introduction to M. S. Word
   • Drafting tables and preparing a report and formatting text in M. S. word
2. Presentation of data
   • PowerPoint
   • Creating, editing, showing sides show
3. Introduction of Coral Draw
   • Draw 10.5 head female croquie with grids and guideline.
   • Illustrate fashion figure in different poses and movement.
   • Drawing basic silhouette and accessories, sleeve collars pockets etc.
   • Develop motifs by scanning and drawing with use of CAD command
   • Create full design with repeat and color combination
     • Importing and exporting and saving images
4. Adobe Photoshop
   • Creating different types of effects with respect to various prints
   • Image souring and realistic composite replacing a background
   • Importing and exporting saving images.
5. Use of scanning and developing for fashion and textile field
   • Boucher
   • Visiting cards
   • Tags

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References
4. Tantham, Caroline, fashion designing and drawing, Thomas and Hudson
5. Drude, Elleisabetta figure drawing for fashion design the peep press singapore2003

PRACTICAL
PAPER- XIV BUSINESS COMMUNICATION AND ACCOUNTING

M.M: 50
Hrs: 4

Syllabus based on business communication technology and practical accounting.

1. Case studies based on communication aspects.
3. Group discussion on current topics
4. Presentation – Power point,OHP
5. Introduction of Accounting software: Tally

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 & dye & batik: preparation of samples
   Printing of various fabrics with various suitable dyes & pigments
   Block & screen printing: preparation of samples.
3. Preparation of embroidery samples. Basic stitches (5-6)
   Traditional (5-6)

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4. Yarn
   a) Yarn count and yarn twist Fabric
   b) Thread count and balance, dimensional, stability, colour fastness.

REFERENCES:


PAPER-XVI PROJECT

MM. 100

Objectives

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

Student must prepare a report related to garment production & export management.

REFERENCES: Journals and magazines, periodicals, dissertations.