

UNIVERSITY OF KOTA

SCHEME OF EXAMINATION

AND

COURSES OF STUDY



Department of Social Sciences

Faculty of Social Sciences

Garment Production and Export Management(GPEM)

First Year(July 2022-June 2023)

Second Year (July2023-June, 2024)

UNIVERSITY OF KOTA

MBS Marg, Near Kabir Circle, KOTA (Rajasthan)-324 005

INDIA

New Edition: 2022

Course Structure with Distribution of Marks

Objectives of the Course:

The post- graduation in **Garment Production and Export Management (GPEM)** i.e. MA in Garment Production and Export Management (GPEM) course is open to all graduates irrespective of the stream of their undergraduate studies. The objectives of this course are:

- To acquaint the students with the multi-faceted profile of the textile industry of India.
- To introduce and familiarize students with fundamentals and advancements in apparel construction, value addition; understand the dynamics of fashion, role of fashion designers, Boutique Management and also the role of other key stake holders in the fashion industry.
- To enhance the creative skills in developing a line of garments for export industry and expose the students to experiment practical aspect of finished product and converting style so that they can work effectively in conjugation with relevant industries
- To impart knowledge regarding the prevalent merchandising practices and its importance in today's consumer market the management aspect of retailing
- To familiarize students with various methods of business communication, computer applications and impart knowledge and skill for effective presentations.

Innovation and Employability Being practical & career oriented, the course also provides opportunity to undergo internships at different units of clothing and textile industry so that the students get to understand the existing working practices, conditions and acquire an in-depth technical knowhow of the unit. Apart from Export House, Handloom Industry and Production Houses the course also provides students with an opportunity to explore career opportunities in the field of research and teaching.

Duration of the Course:

The course M.A Garment Production and Export Management (GPEM) shall consist of two academic years divided into four semesters.

Structure of the Programme:

The M.A in Garment Production and Export Management (GPEM) programme consists of:

- (i) Core and Skill based courses of theory as well as practical papers which are compulsory for all students.
- (ii) Dissertation/Project Work/Summer training/Field work which can be done in an organization (Government, Semi Government,NGOs Public Enterprises,*etc.*) approved by the Department.

Scheme of Examinations:

The examination shall be divided into two parts in which first part is continuous assessment or internal assessment and second part is semester assessment or external assessment. The schemes for the internal and external examinations shall be as under:

- a) The assessment of the student for theory paper shall be divided into two parts in which first part is continuous assessment or internal assessment (33.33% of maximum marks)

- b) external assessment (100% of maximum marks).
- c) The internal assessment for each theory paper shall be taken by the teacher concerned in the Department during each semester. There will be two Home ASSIGNMENT in every paper, each of 30 marks weightage (Total 100 Marks). Internal Assignment shall be prepared from each paper on any two topics of syllabus. Choose only one topic of a Unit i.e. if you choose a topic Unit – I, then you choose second topic any other Unit of Paper. Every Home Assignment of each paper should be minimum 15 pages. Assignment may be **hand written or typed**.
- d) A student who remains absent (defaulter) or fails or wants to improve the marks in the internal assessment may be permitted to appear in the desired paper(s) (only one time) in the same semester with the permission of the concerned Head of the Department. A defaulter / improvement fee of Rupees **200/- per paper** shall be charged from such candidates. Duly forwarded application of such candidates by the teacher concerned shall be submitted to HOD who may permit the candidate to appear in the internal assessment after depositing the defaulter/ improvement fee. A record of such candidates shall be kept in the Department.
- e) The external assessment shall be of three hours duration for each theory paper.
- f) The syllabus for each theory paper is divided into five independent units and each theory question paper will be divided into three sections as mentioned below:
- *Section-A shall have 01 compulsory question comprising 10 questions (maximum 20 words answer) taking two questions from each unit. Each question shall be of one mark and total marks of this section will be 10. This section will be compulsory in the paper.*
 - *Section-B will carry 25 marks with equally divided into five long answer type questions (answer about in 250 words) and examiners are advised to set two questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.*
 - *Section-C 04 Questions [Question may have sub division] covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, questions to be attempted including compulsory Question Number 07. Paper setter shall be instructed to design question paper covering from all five units.*
- g) The pattern of question paper of internal and external shall be as follows:
- h) **Student should qualify both internal & external assessment separately to pass the paper i.e. if candidate passes in external & fails in internal or if the candidate passes in the internal & fails in the external, in both cases the candidate has to reappear in internal & external exam of that paper?**

Semester External Assessment:

Duration of Examination: 3 Hours

Max. Marks: 70

SECTION-A: 10x1=10

(Answer all questions)

(Two question from each unit with no internal choice)

Q. No. 1

- | | |
|-------------|---------------|
| (i) | 1 Mark |
| (ii) | 1 Mark |
| (iii) | 1 Mark |
| iv)..... | 1 Mark |
| (v)..... | 1 Mark |
| (vi)..... | 1 Mark |
| (vii)..... | 1 Mark |
| (viii)..... | 1 Mark |
| (ix)..... | 1 Mark |
| (x)..... | 1 Mark |

SECTION-B: 10x5=50

(Answer all questions)

(One question from each unit with internal choice)(Maximum two sub-divisions only)

Q. No. 2.
Or
.....**05 Marks**

Q. No. 3.
Or
..... **05 Marks**

Q. No. 4.
Or
..... **05 Marks**

Q. No. 5.
Or
..... **05 Marks**

Q. No. 6.
Or
..... **05 Marks**

SECTION-C: 2x20=40

(Answer any three questions including compulsory Question Number 07)

(Maximum four sub-divisions only)

Q. No. 7. **15 Marks**

Q. No. 8. **10 Marks**

Q. No. 9. **10 Marks**

Q. No. 10. **10 Marks**

Q. No. 11. **10 Marks**

M.A. GARMENT PRODUCTION AND EXPORT MANAGEMENT

(GPEM) Session : 2022-23

Syllabus:

M. A. Previous and Final Garment Production and Export Management(GPEM)

I, II, III & IV Semester, University of Kota, Kota (Rajasthan)

Course Structure with Distribution of Marks and credit for PG subject with major Practical Component :													
Year/ Semester	Serial Number, Code & Nomenclature of Paper			Duration of Exam	Teaching Hrs/Week & Credit			Distribution of Marks			Min. Pass Marks		
	Number	Code	Nomenclature		L	P	C	Internal Assess. .	Sem. Asses. ss.	Total Marks	Internal Asses. ss.	Sem. Asses. ss.	
I Year I Semester	1.1	GPM101	TEXTILE AND GARMENT INDUSTRY IN INDIA	3Hrs	4	--	4	30	70	100	1 2	28	
	1.2	GPM 102	BASICS OF APPAREL CONSTRUCTION	3Hrs	4	--	4	30	70	100	1 2	28	
	1.3	GPM 103	APPAREL CONSTRUCTION & PATTERN MAKING (Practical)	4Hrs			16	8	--	200	200	- -	100
	1.4	GPM 104	SURFACE EMBELLISHMENTS PART-1 (Practical)	4Hrs			16	8	--	200	200	- -	100
	Total					8	32	24	60	540	600	--	
I Year II Semester	2.1	GPM 201	BASICS OF RESEARCH & MARKETING	3Hrs	4	--	4	30	70	100	1 2	28	
	2.2	GPM 202	FASHION STUDIES	3Hrs	4	--	4	30	70	100	1 2	28	
	2.3	GPM 203	APPAREL DESIGN & CONSTRUCTION (Practical)	4Hrs	--		16	8	--	200	200	- -	100
	2.4	GPM 204	SURFACE EMBELLISHMENTS PART-2 (Practical)	4 Hrs	--		16	8	--	200	200	- -	100
Total					8	32	24	60	540	600	--		
II Year/ Semester	Serial Number, Code & Nomenclature of Paper			Duration of Exam	Teaching Hrs/Week & Credit			Distribution of Marks			Min. Pass Marks		

	Number	Code	Nomenclature		t			Internal Assess.	Sem. Asses.	Total Marks	Internal Asses.	Sem. Asses.
					L	P	C					
II Year III Semester	3.1	GPM 301	THE ORGANISATION OF CLOTHING INDUSTRY	3Hrs	4	--	4	30	70	100	12	28
	3.2	GPM 302	INDIAN TRADITIONAL TEXTILES	3Hrs	4	--	4	30	70	100	12	28
	3.3	GPM 303	COMMERCIAL PATTERN DEVELOPPMENT (Practical)	4Hrs	--	16	8	--	200	200	-	100
	3.4	GPM 304	SCIENTIFIC WRITING & COMMUNICATION PART I (Practical)	4Hrs	--	16	8	--	200	200	-	100
	Total					8	32	24	60	540	600	--
II Year IV Semester	4.1	GPM 401	WOVEN TEXTILES OF INDIA	3Hrs	4	--	4	30	70	100	12	28
	4.2	GPM 402	MERCHANDISING	3Hrs	4	--	4	30	70	100	12	28
	4.3	GPM 403	SCIENTIFIC WRITING AND COMMUNICATION PART II (Practical)	4Hrs	--	16	8	--	200	200	-	100
	4.4	GPM 404	LINE DEVELOPMENT(Project) OR DISSERTATION (Research Project)	4Hrs	--	16	8	--	200	200	-	100
					8	32	24	60	540	600	--	

Note: In second / last year of PG course will be devoted to Dissertation with Presentation and Viva – Voce or Project with Presentation and Viva- Voce as recommended in BOC/COC.

M.A. GARMENT PRODUCTION AND EXPORT MANAGEMENT

SEMESTER-1

Course/ THEORY PAPER- 1.1

Max. Marks: 100

Time: 3 Hrs.

GPM 101 :TEXTILE AND GARMENT INDUSTRY IN INDIA

UNIT-1

Present status of the Indian textile industry, Sickness revival and Up-gradation.

Clothing industry: sectors, product types and organization

UNIT-2

Production, Consumption, Employment Potential, Problems and Prospects in Handloom Industry and Readymade Garment Industry

UNIT-3

National textile policy of India (2020) – Vision, Objectives, Thrust Areas, Targets, and Sectoral Initiatives

UNIT-4

GATT Multi-fiber Arrangement (MFA) and WTO Agreement on Clothing & Textiles (ATC)
– History, Working Mechanism, and Outcomes

UNIT-5

Organization for the promotion of Textile and Handicraft Exports, Textile Research organizations and their functions.

SEMESTER-1

Course/ THEORY PAPER- 1.2

Max. Marks: 100

Time: 3 Hrs.

GPM 102 :BASICS OF APPAREL CONSTRUCTION

UNIT-1

Fabric preparation-preshrinking, straightening, trueing, Handling special fabrics while cutting and stitching (lace, velvet, chiffon), Supporting Fabrics: lining, underlining, interlining, and interfacing.

UNIT-2

Method of pattern making – Drafting, Flat pattern and Draping, Understanding the commercial paper pattern, spec sheet

UNIT-3

Fitting- Definition & tools used in fitting room, Factors to be considered while fitting, Common Fitting problems and their remedies

UNIT-4

Buying criteria of Readymade garments, Quality control and assurance in apparel industry, quality control elements – physical properties, Color-fastness Test- Colour fastness to sunlight, washing, crocking, frosting, perspiration,

UNIT-5

Textiles finishes-classification, processing, and purposes of finishes, Recent developments in textiles and apparel- nano textiles, technical textiles, Banned Dyes, and Eco-Friendly Textiles.

SEMESTER-1

Course/ PRACTICAL PAPER- 1.3

Max. Marks: 200

Time: 4 Hrs.

GPM 103 :APPAREL CONSTRUCTION & PATTERN MAKING

1. Introduction to sewing devices, measuring devices, marking devices, sewing aids, needles and threads.
2. Introduction to sewing machine its parts and working of sewing machine and attachments, Common problems and their solutions
3. Study the interrelationship of needles, thread, stitch length and fabric
4. Taking Body Measurements for: men, women & children
5. Study of Indian measurement charts and Readymade garment sizes
6. Pattern layout and cutting-open, half fold, partial fold, matching stripes, plaids and checks
7. Preparation of following samples for basic production operations
 - Hand Sewing: Back Stitch, Even Basting, Blanket Stitch, Buttonhole Stitch, Simple Hemming, Invisible Hemming
 - Machine Seams : Plain Seam, French Seam, Run & Fell, Top Seam, Lapped Seam
 - Disposal of fullness : Dart, Pleats and Gathers, Elastic Shirring
 - Placket: Center button closing, Double-breasted, Asymmetrical closing
 - Band and cuffs
 - Fasteners & its applications: Hooks & bar tack, press & studs, button & buttonholes, zipper attachment
 - Pocket : Patch pocket, slashed pocket and Inseam pocket
 - Neck line finishing with facing and piping
8. Introduction to Drafting: Preparation of child basic bodice, sleeve and skirt block, Types of circle skirts- Full circle, Half Circle, $\frac{3}{4}$ circle, $\frac{1}{4}$ circle and Double Circle Skirt
9. Designing through flat pattern:
Dart manipulation: Moving, Dividing, and combining darts by pivot & slash and spread method, Development of variation in sleeves, Development of variation in collars (Rolled and shawl collar)

SEMESTER-1

Course/ PRACTICALPAPER- 1.4

Max. Marks: 200

Time: 4Hrs.

GPM 104 :SURFACE EMBELLISHMENTS PART-1

1. Market survey:

- Collection of various types of fabrics
- Collection of various types of embellishments
 - Collection of various components and Trims
- Types of value addition on fabric

2. Process of designing

- Motif development-geometrical, naturalized, stylized, abstract and ornamental
- Enlargement and reduction of motif
- Placement and repeats of all over patterns
- Color harmonies and color ways
- Colour Combinations-50 samples
- Develop and create design sheets using appropriate motifs in different repeats and colour schemes for apparel and textiles

Preparing samples of: Tie and Dye, Batik, Stencil printing, Block printing, Screen Printing.

M.A. GARMENT PRODUCTION AND EXPORT MANAGEMENT

SEMESTER -II

Course/ THEORY PAPER- 2.1

Max. Marks: 100

Time: 3 Hrs.

GPM 201 :BASICS OF RESEARCH AND MARKETING

UNIT-1

Introduction to research process, Steps of the research process, Hypothesis, Types of Hypothesis, Errors in Hypothesis Testing (Type 1 and Type 2 errors)

UNIT-2

Research design and its types, Tools of data collection, Sampling and its types, Types of research, Data management and analysis

UNIT-3

Entrepreneurship - concept, nature and barriers (economic and non-economic), Free Trade v/s Protectionist Regime, Product Planning and Development, Product Life Cycle, brand building, brand management, brand image building.

UNIT-4

Role of promotion, Methods of promotion: Advertising, Sales Promotion, Personal Selling. Different channels of distribution: Selection and management. Pricing - pricing in relation to product type, distribution outlet etc.

UNIT-5

International marketing- Nature, Functions, Problems and challenges, Recruitment, and Management of Sales Force, Export-import procedures, organizations for promotion of exports

Books Recommended:

1. Kothari, Jain, Mittal., International Marketing, RBD, Jaipur
2. Vasudeva, P.K., International Marketing, Excel Books, New Delhi
3. Joshi, Rakesh Mohan, International Marketing, Oxford, New Delhi

SEMESTER -II

Course/ THEORY PAPER- 2.2

Max. Marks: 100

Time: 3 Hrs.

GPM 202 :FASHION STUDIES

UNIT I

Dynamics of Fashion

Fashion Terminology, Classification of fashion, Fashion Cycle, Elements of Design, Principles of Design, theories of Fashion

UNIT II

History of Fashion

Sources of Information, Factors Affecting Clothing; Protection, Ritualistic Adornment and Identification.

UNIT III

Origin and Development of Draped Costume

Indian Costume, Ancient near east costume- Sumerian, Babylonian, Assyrian, Egyptian Costume, Greek costume, Roman costume

UNIT IV

Industrial Revolution

Mechanical Inventions during Industrial Revolution, Influence of Industrial Revolution on India, Evolution of Modern Indian fashion, Films and Fashion.

UNIT V

Fashion Design Development

Conceptualization of Design ideas- Mood and Theme Boards, Fashion Illustration, Swatch and Colour boards.

Books Recommended: -

1. Cream, Penelope., The Complete book of sewing, DK Publishing ,New York
2. Jindal, Ritu., Handbook of Fashion Designing, Mittal Publications ,New Delhi.2005
3. Fashion Patternmaking Techniques Promo press

SEMESTER -II

Course/ PRACTICALPAPER- 2.3

Max. Marks: 200

Time: 4 Hrs.

GPM 203 :APPAREL DESIGN & CONSTRUCTION

1.Principles of Draping : Draping dress form for bodice and skirt.

Construction of one top draped in muslin to be completed through basic steps.

2.Prepare paper drafts by making adaptations in basic blocks and constructing the following:

- Children garments: Party frocks, Night wear, skirt –top, A Line dress
- Ladies garments: reversible sleeves jacket, variation of at least 2 tops (using dart manipulation) and house coat with shawl collar
- Gents garments: Gents shirt, trouser, gents kurta
- One garment with self help features

Calculate material required and cost of the garment.

Essential Reading:-

1. Kallal, Mary Jo., Clothing Construction,Macmillan London.1985
2. Shaeffer,Claire.,The complete book of sewing,Sterling , New York.
- 3.Cooklin, Jerry., Introduction to Clothing Construction, Blackwell Sciences Ltd., London.1991

SEMESTER -II

Course/ PRACTICALPAPER- 2.4

Max. Marks: 200

Time: 4 Hrs.

GPM 204 :SURFACE EMBELLISHMENTS PART-2

Basic Embroidery Stitches

- Flat: Stem, chain, herringbone, back stitch, satin, button hole, cross stitch, Kantha
- Raised : Bullion, French knot, Bead work, zardozi, dori
- Couching and Smocking
- Edging: Lace, Piping, Beads, Fringes

Traditional Indian Embroidery

a) Northern India:

- (i) Kashida from Kashmir
- (ii) Phulkari from Punjab
- (iii) Chambarumal from Himachal Pradesh

b) Western India:

- (i) Embroidery from Gujarat
- (ii) Parsi embroidery

c) Central India:

- (i) Chikankari from Uttar Pradesh
- (ii) Phool Patti ka Kaam from Uttar Pradesh
- (iii) Zardozi from Uttar Pradesh

d) Southern India:

- (i) Kasuti from Karnataka
- (ii) Lambadi embroidery from Andhra Pradesh

e) Eastern India:

- (i) Kantha from West Bengal
- (ii) Pipli appliqué from Orissa

Multiple fabric textures: Patch work, Applique work, Layering, Quilting, Ribbon work.

Design and prepare a made up/ linen/ apparel using any one from each of Dyeing & Printing, Embroidery, Fabric Texturing techniques.

SEMESTER -III

Course/ THEORY PAPER- 3.1

Max. Marks: 100

Time: 3 Hrs.

GPM 301 :THE ORGANISATION OF CLOTHING INDUSTRY

UNIT-1

Design Department- Forecasting, Designing, Collection Planning, Pattern Making Technology, Production of sample Garments, Pattern Grading

Marketing Department- Marketing, Merchandising, Sales

Finance Department- Management Information, Budgeting (Sales budget and other budgets),

Garment Costing (Bill of Materials), Administration

Unit-2

Purchase Department- Information, Suppliers, Prices, Progression, Verification, Speculative Buying, Storekeeping, Stock Management, Purchase Order

Operations Department- Company Calendar, Pre- Production Planning and Control, Production Planning and Control

UNIT-3

Production department, Industrial machine and equipment used for Spreading, Cutting, Sewing, Finishing and Embellishment, Production finishing – bar tack, button, button holes

UNIT-4

Garment finishing Department – thread trimming, spot removal, cleaning and pressing. Packaging- folding of garment, hang tag, price tag and care label attach, Types of packages, Machinery used for packages, types of materials used for packing, Quality Checkpoints in Garment Production

UNIT-5

About the CAD CAM System, Role of CAD /CAM in the apparel industry, Benefits and application of CAD CAM software in the Apparel Industry

REFERENCE BOOKS:

1. Computer Technology for Textiles & Apparel Hu J
2. CAD in Clothing and Textiles Winfred Aldrich Textile and Fashion Design VI Semester Prepared 2021-22
3. CAD For Fashion Design and Merchandising Stacy Stewart Smith
4. Computer-Aided Pattern Design and Product Development Beazley, Alison Bond, Terry
5. Harold, Carr & Barbara, Latham., The Technology of Clothing Manufacture- Blackwell Science.
6. Tyles, D. J., Materials Management in Clothing Production, Blackwell Science London.
7. Stylios, G. (1991). Textiles objective Measurement and Automation in Garment Manufacture, Ellis Horward Ltd., New York.
8. Ashwathappa, Shridhara., Production and Operations Management, Himalaya Publishing House, Mumbai
9. Chuter, A.J., Introduction to Clothing Production Management, 2nd Edition, Blackwell Sciences, London.1995
10. Fashion Computing: Design Techniques and CAD Burke, Sandra
11. Telsang, Martand., Industrial Engineering and Production Management, S. Chand & Co., New Delhi

SEMESTER -III

Course/ THEORY PAPER- 3.2

Max. Marks: 100

Time: 3 Hrs.

GPM 302 :INDIAN TRADITIONAL TEXTILES

UNIT I

Embroidered fabric of Northern India

Origin, material used, stitches employed, design and colours in:

Kantha of Bengal, ChambaRumal of Himachal, Kashida of Kashmir, Manipuri Embroidery, Applique art of Odisha, Phulkari of Punjab, Chikankari& Zardozi of Uttar Pradesh.

UNIT II

Embroidered fabrics of Southern India

Origin, material used, stitched employed, design and colour in:

Kathiawari embroidery, Kasuti of Karnataka, Parsi embroidery, Lambadi embroidery.

UNIT III

Resist Dyed Textiles

Study with reference to styles employed, designs incorporated, effects achieved in dyeing of:

Bandhej of Gujarat, Chunari and Leheriya of Rajasthan, Patola and Mashru of Gujarat, Bandhas of Odisha, Telia Rumal of Andhra Pradesh, Pochampalli Ikat of Telangana.

UNIT IV

Hand Block Printed Textiles

Study with reference to styles employed, designs incorporated, effects achieved in printing of :Ajrakh of Gujarat, Rogan printing of Gujarat, Sanganer printing of Rajasthan, Bagru printing of Rajasthan.

UNIT V

Hand Painted Textiles :Pichhavai and Phad of Rajasthan, Kalamkari of Masulipatnam, Kalamkari of Srikalahasti, Mata-ni-pachhedi of Ahmedabad.

SEMESTER -III

Course/ PRACTICALPAPER- 3.3

Max. Marks: 200

Time: 4 Hrs.

GPM 303 :COMMERCIAL PATTERN DEVELOPMENT

1. Preliminary survey to find the recent trends in export market and local market.
2. Understanding of importance of various lines in designing garments.
3. Drawing in various media and rendering
 - Media – Pencils, water colours and pens
 - Rendering of various textures using suitable medium - print, woven, knit and laces.
4. Developing theme and design concepts: Style reading for various types of garments.
5. Drawing of spec sheets specifying
 - Style identification, Size, Colour ways
 - Sketch / Photograph
 - Fabric swatch & trim
 - Construction details : seams, stitches, stitches per inch, placement of labels, pockets etc.
 - Suggested sequence of manufacturing operations
 - Additional information: care label, brand name, etc.
6. Preparing paper patterns incorporating collars, sleeves, necklines, plackets, pockets and yoke for following garments:
 - One piece dress
 - Skirt and top
 - One ethnic wear, incorporating complete set of marking
 - Designing and preparing pattern envelop information front and back
7. Grading bodice and sleeve block to various sizes
8. Window display of a store incorporating the following:
 - Selecting of proper theme
 - Preparing backdrop
 - Suitable accessories with props

SEMESTER -III

Course/ PRACTICALPAPER- 3.4

Max. Marks: 200

Time: 4 Hrs.

GPM 304 :SCIENTIFIC WRITING & COMMUNICATION PART I

1. Oral Communication: Interviews, Group Discussions, Presentation, Meetings, Seminar, Conferences
2. Written Communication: Agenda, Notice, Minutes, Memorandums, Circulars, Report Writing
3. Formatting word document: Formatting word documents, page setting and paragraph formatting, table and table formatting, header and footer.
4. Editing text: Finding and replacing text, mail merge, use of clip art
5. Seminars : Reading various research articles and papers, and then making Power Point Presentations.
6. Case study : Project Submission including Power Point Presentation
 - Summer Internship
 - Project Report
 - Survey Report
 - Display Report
 - Indian Textile Report

SEMESTER IV

Course/ THEORY PAPER- 4.1

Max. Marks: 100

Time: 3 Hrs.

GPM 401 :WOVEN TEXTILES OF INDIA

UNIT I

Woven Textiles of Northern India

Study the following with reference to origin, construction techniques, colours and motifs:

Brocades of Banaras and Kashmiri Shawls.

UNIT II

Woven Textiles of Western India

Study the following with reference to origin, construction techniques, colours and motifs:

Kota Doria of Rajasthan, Brocades and Kinkhabs of Gujarat, Sujani of Gujarat, Tangaliya of Gujarat, Maharashtra saris, Himroo fabrics and Paithani Saris.

UNIT III

Woven Textiles of Southern India

Study the following with reference to origin, construction techniques, colours and motifs:

Venkatgiri Saris of Andhra Pradesh, Narayanpet Saris of Telangana, Ikat Saris of Karnataka and Kanjeevaram Saris of Tamil Nadu.

UNIT IV

Woven Textiles of Eastern India

Study the following with reference to origin, construction techniques, colours and motifs.

Dacca Muslin Saris, Jamdani Saris, Tangail Saris and Baluchaributidar Saris of West Bengal and Mekhla Chaddar of Assam

UNIT V

Woven Textiles of Central India

Study the following with reference to origin, construction techniques, colours and motifs:

Chanderi and Maheshwari Saris of Madhya Pradesh.

SEMESTER -IV

Course/ THEORY PAPER- 4.2

Max. Marks: 100

Time: 3 Hrs.

GPM 402 :MERCHANDISING

UNIT I

The Fundamentals and Elements of Merchandising

Principles and Concepts of Merchandising, Factors affecting the functions of buying, Merchandising Strategy, Key concepts in merchandising.

UNIT II

The Process of Merchandising

The Merchandising Planning process, The Range Plan, The six-month Merchandising plan.

UNIT III

Sources of Supply

The concept of sourcing, Sources of supply, the phases in Sourcing, Global Sourcing

UNIT IV

Visual Merchandising

Basics of Visual Merchandising, Visual Merchandising within the Retail Structure, Scope, Fixtures & Fitting, Store Layout, Displays, Store for Target Customers, Brand Engagement, Product Management, Marketing Management and Promotion.

UNIT V

Fashion Merchandising

Fashion Shows, Skills needed, Specialization, Seasonal Fashion Merchandising, Readymade Clothing.

SEMESTER -IV

Course/ PRACTICALPAPER- 4.3

Max. Marks: 200

Time: 4 Hrs.

GPM 403 :SCIENTIFIC WRITING AND COMMUNICATION PART II

1. Create scientific documents using their improved scientific writing skills.
2. Apply principles of scientific narrative and plain language movements and effective punctuations, grammar, sentence, paragraph and documents design to written scientific document.
3. Exercise accepted methods for literature discussion, citing and quoting to written scientific document, while avoiding plagiarism.
4. Paper writing for various research thesis and presenting them on Power Point Presentation.

SEMESTER -IV

Course/ PRACTICALPAPER- 4.4

Max. Marks: 200

Time: 4 Hrs.

GPM 404 :LINE DEVELOPMENT

1. Preparation of portfolio of innovative garment designs according to research done for countries where Indian garments are exported. (Sources like newsletters, magazines, internet, visit to garment manufacturing units or export house can be used for research)
2. Select a style, embroidered/ painted/ printed/ woven/ dyed fabric and develops lines of garments for various countries
3. Conceptualization of Design ideas- Mood and Theme Boards, Fashion Illustration, Swatch and Colour boards.
4. Theme garments- 6 (six): Developing line of garment based on a theme, Sketching, layout, paper pattern of garments as per the specifications of an export house Designing, Sizing and Stitching. Theme will be any one of the following: Indo-western, Traditional Indian, Western, Bridal-wear, Children's garments, Evening wear, Nightwear, Casual wear
5. Amongst the lines developed the student will present line for an export house and prepare a sample of each garment after working with the details on
 - Forecasting
 - Creating a design concept
 - Market survey&Material sourcing
 - Developing a line
 - Balancing the line
 - Sketching
 - Pattern making
 - Standardization
 - Specification – tech spec, costing
 - Label
 - Garment fit

SEMESTER -IV

Course/ PRACTICAL PAPER- 4.4

Max. Marks: 200

Time: 4 Hrs.

Periods/Week: 06

GPM 404 : DISSERTATION (PROJECT)

Distribution of marks for assessment is as follows

Internal assessment:	80
External assessment:	80
Viva voce:	40
Total :	200

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

Guide lines for the Project

- Meeting experts, reading relevant literature, selecting appropriate topics in ones Specialization, prioritizing the topics and checking for feasibility
- Specifying focus areas with regard to one topic, writing research questions/hypotheses/objectives, conducting a thorough literature review; presenting a clear and convincing logical argument in support of the study
- Specifying variables, selecting an appropriate research design, making sample decisions, selecting and /or constructing tools, and making a plan of analysis, collecting data
- The students shall prepare synopsis presentation and present the report.
- The students are required to carry forward their project under taken in MA Previous
- Analyzing and interpreting data; reporting data in a preliminary form; corroborate own findings with those in previous research; explaining and discussing findings with regard to each research objective.
- Writing and submitting a project report with a chapter on each of the following:
Introduction, Review of literature, Scope of the Study, Methodology, Results and Discussion, Summary and Conclusion and Suggestions for further studies.
- Submission of Project Report (3 copies) and power point presentation followed by viva voice.

Evaluation: The dissertation submitted will be evaluated by a panel of examiners consisting of Head of the department and external examiner shall conduct a vice-voce and evaluate the dissertations. The students will be given marks out of 200.