

# APPAREL MERCHANDISING

## (Skill Track)

### Programme Structure

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
VFD2151	Introduction to Apparel Merchandising	1	-	4	3
VFD2251	Apparel Market Research & Product Analysis	1	-	4	3
VFD2351	Vendor Management & Product Evaluation	1	-	4	3
VFD2451	Prototype Preparation & Merchandise Plan	1	-	4	3
VFD2551	Pre-Production Management	1	1	2	3
VFD2651	Shipment & Documentation Management	1	-	4	3
	<b>TOTAL</b>				<b>18</b>

- *Eligible for appearing assessment of Qualifications pack-occupational standards for a merchandiser (sub sector-Apparel) according to National Occupational Standards, NSQF level 5, approved by National Skill Development Corporation (NSDC)*

# APPAREL MERCHANDISING

## Syllabus - Semester First

### INTRODUCTION TO APPAREL MERCHANDISING

Course Code: VFD2151

Credit Units: 03

#### Course Objective:

This course helps the students to get a preview to develop merchandising skills for apparel products. This course covers the basic knowledge of fashion; textile and apparel industry, Safety Management and introduction to merchandizing,

#### Course Contents:

##### Module-I: Fashion Terminology

**The Language of fashion** – Introduction to fashion concept; Definitions and meaning, Classification, Style, Change, Acceptance, Taste, Look, Trends, Season; Color, Texture, Fit, Comfort, Brand or Designer Label, Fashion cycles. **Adoption Theories** – Trickle down, Trickle up, Trickle-across and Laver's law. **Fashion clothing categories, Styling & Size range** - Women's wear, Men's wear Children's wear

##### Module-II: Introduction to Textiles

**Textile fibers & Yarns** - Definition & classification. **Woven fabrics** - Classification, fabric properties and identification of fabrics types. **Knit fabrics** – Classification, fabric properties and identification of fabrics types. **Textile processing** – Introduction to Dying, Printing and Finishing. **Care symbols & Labeling.**

##### Module-III: The Overview of Apparel Industry & Apparel Production

**Apparel industry** - Major segments; **Organizational structures** - Structure of Export house, Buying house and Domestic companies, Buyer's classification and buying network in exports. Sources of fabric buying and selling of finished fabric. **Apparel construction techniques** - Introduction to Drafting & Pattern making. **Machinery & Equipment** - Cutting, sewing, finishing, washing, stain removal, embellishment. **Production methodology** - Assembly line, individual garment manufacturing, job work, quality checkpoints. **Design & Tech-pack** - Introduction & Definition. Labelling & Packing.

##### Module-IV: Workplace Safety Management Practices

**Health and safety instructions** – Importance of sound health, hygiene and good habits. Ill-effects of alcohol, tobacco and drugs.. Occupational health and safety risks. Signage related to health and safety. Personal protective equipments & its use. Method of write report on the hazards and risks / threats faced at workplace. event of a mock drills, evacuation procedures, accident, emergency or fire **Environmental management system (EMS)** - EMS procedures. Proper disposal system for waste and by-products. Identification, handling and storage of hazardous substances.

##### Module-V: Basics of Apparel Merchandising

Introduction, Functions and role of Merchandiser, Merchandising Process, Meaning and Need for quality control in Merchandising process.

**Examination Scheme:**

<b>Components</b>	<b>A</b>	<b>L</b>	<b>CT</b>	<b>EE</b>
<b>Weightage (%)</b>	<b>05</b>	<b>10</b>	<b>15</b>	<b>70</b>

(**A**-Attendance; **L**- Learning Assignments; **CT**-Class Test; **EE**-End Semester Examination)

**Text & References:**

- Gini Stephens Frings (1999). Fashion: From concept to consumer, Prentice-Hill Inc.
- Kadolph Sara,J (2009). Textiles, Pearson
- Leila Aitken. Step by step dress making course
- Fuller, C., & Vassie, L. H. (2004). Health and safety management: principles and best practice. Pearson Education.

# Syllabus - Semester Second

## APPAREL MARKET RESEARCH AND PRODUCT ANALYSIS

Course Code: VFD2251

Credit Units: 03

### Course Objective:

This course focuses on the awareness about apparel business plans, market target is and design brief. Scopes of this course include Market trend assessment, Determine design brief, Identification of Design brief and analyze.

### Course Contents:

#### Module-I: Assessment of Market Trends

**Research on market trends** - Conduct research on target market, materials, trims, better or new sources / suppliers for procurement; **Design review** - Review previous designs & samples developed by the business to assess relevance to current design/samples;

#### Module-II: Determination of Key Criteria for Design Brief

**Identify processes** - Identify business processes and client goals; Identify Quality standards for designs, Identify budget, cost points and timing constraints, **Tech-pack review** - Check the Tech-pack received and identify it with the design brief given by the designer and also checked if all specifications are there in the tech-pack, If not clarify and modify if needed.

#### Module-III: Organizational Context & Technical Knowledge

**Organizational processes** - Organization's policies, procedures, guidelines and standards for dealing with buyers/clients, Recognizing and adapting to cultural differences in the workplace, including modes of behavior and interactions, Production capacity and processes of business are identified. Systematically work completion with attention to detail without damage to goods and equipment. Awareness of Intellectual Property rights, **Technical processes** - Garment construction techniques and processes, Detailed knowledge of a range of fabrics and trims, An understanding on the cost process involved in making an apparel, Vendors, Compliance Standards.

### Examination Scheme:

Components	A	L	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

### Text & References:

- A J Chuter, Introduction to clothing production management
- B S Jolly, Law, Ethics & Communication- FOR CA-IPCC, Tata McGraw-Hill Education
- Design Research: Methods and Perspectives, edited by Brenda Laurel
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Grace I kunz, Merchandising: Theory, Practice and Principles
- John Donnellan , Merchandise Buying and Management.
- P Narayan, Intellectual Property Rights
- V. D Dudeja, Professional Management of Fashion Industry

# Syllabus - Semester Third

## VENDOR MANAGEMENT AND PRODUCT EVALUATION

Course Code: VFD2351

Credit Units: 03

### Course Objective:

This course is aimed to understand the merchandiser's way to set the objectives to develop the product given following the work flow and the norms required. This course covers preparation of Bill of Materials, Identification of Vendor or Supplier and Evaluation of different parameters.

### Course Contents:

#### Module-I: Vendor Identification.

**Vendor database** - Method of Identify the vendors for initial development and confirmation on bulk if approved, Method of update the Vendor database, **Swatches collection** - Collect all kind of relevant swatches to meet the design brief from fabrics to trims and get confirmation on the same. **Appropriateness of Tech-pack** - Method of appropriate personnel are consulted with to confirm feasibility.

#### Module-II: Preparation & Evaluation of the Bill of Material (BOM)

**Bill of Material (BOM)** – Procedure and Method of preparation a well formed BOM (Bill of Material) for each of the styles in the collection. Method of specify all that is required like the raw material, parts, quantities of each needed to manufacture the end product. **Primary costing** - Method of initial costing of the sampling derived. **Consumption identification** - Appropriate personnel identified for the consumption to be made for making, **Follow up Procedures** - Required involvement of patternmaker and tailor, Determination of monitoring procedures and checking points, follow-ups with IE Department and calculation of the SAM (Standard Allowed Minute) of the sample. **TNA (Time and Action) calendar** – Method of TNA (Time and Action) calendar preparation made with the estimated details got to fix on the delivery date after confirmation on the sample.

#### Module-III: Organizational Context & Technical Knowledge

**Organizational processes** – Understand the protocol to obtain more information on work related tasks. Understand the limits of merchandiser's role and responsibilities in relation to IT service requests or incidents and reporting structure. **Technical processes** - Understand how to use equipment, templates and processes for preparing the tech-pack., understand the fabrics and garments that require stitching by hand or machine stitching. Understand Sewing and Pattern making techniques to put across ideology the tailor master to make the same, Understand concepts of product and pricing life cycle, Procedure for Pricing and costing.

### Examination Scheme:

Components	A	L	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

### Text & References:

- A J Chuter, Introduction to clothing production management.
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Grace I kunz, Merchandising: Theory, Practice and Principles..
- V. D Dudeja, Professional Management of Fashion Industry.

# Syllabus - Semester Fourth

## PROTOTYPE PREPARATION AND MERCHANDISE PLAN

Course Code: VFD2451

Credit Units: 03

### Course Objective:

This course helps the students to learn how to develop the samples against the design brief for analyzing and getting it confirmed for bulk production as well as how to plan and process for production. The scope of this course is Prototype Preparation and Merchandise plan.

### Course Contents:

#### Module-I: Prototype Preparation

**Specification sheet follow-ups** - Procedure of check the specification sheet prepared in accordance with standard format. Preparation, coordination and confirmation of pattern cutting, detailed drawings and mini- markers. Preparation, coordination and confirmation of patterns developed are according to the shrinkage report, tested and received. Procedure and method of checking of assembled garments according to specifications sheet and accepted garment assembly techniques. **Prototype test report** – Procedure and method of Prototype sent for test report either according to company norms or as per the buyers standards requested.

#### Module-II: Merchandise Plan.

**Buyer approval process** - Preparation, coordination and confirmation Prototype checked with design team and sent to buyer for approval and accordingly changes done if any and confirmed for production. Size sets approved internally. **P.O (Purchase Order) & P.I (Performa Invoice)** - Procedure and Method of raise and receive P.O (Purchase Order) & P.I (Performa Invoice) after confirmation on the costing to buyer and vendor. **Approval and updating of work sheets** - Procedure and method of approval and updating of all the work sheets, like the trims sheet, fabric sheet, consumption sheet (fabric and thread) this also includes in tech-pack, if any. Procedure and method of actual TNA updating that sent for approval.

### Examination Scheme:

Components	A	L	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

### Text & References:

- A J Chuter, Introduction to clothing production management
- Design Research: Methods and Perspectives, edited by Brenda Laurel
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Grace I kunz, Merchandising: Theory, Practice and Principles
- Harry B. Watton (1992.). New Product Planning, Prentice Hall Inc.
- John Donnellan , Merchandise Buying and Management.
- Lynda Gamans, Retailing Principles
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexander, international Retailing

# Syllabus - Semester Fifth

## PRE-PRODUCTION MANAGEMENT

Course Code: VFD2551

Credit Units: 03

### Course Objective:

This course focuses on the method of organizes and coordinates the pre-production meeting and a well prepared pre-production file.

### Course Contents:

#### Module-I: Updating Time & Action Calendar (TNA)

**Time & Action Calendar (TNA) Follow-ups-** Procedure and method of updated on the TNA prepared. Procedure and method of coordination with all departments in the organization. Procedure and method of check on mainly with status on the warehouse to know if the raw materials, trims and all necessary ordered are getting in-house on time.

#### Module-II: Preparation of pre-production file and pre-production meeting (PPM)

**Pre-production file** - Procedure and method of create a good and accurate and pre-production file. - Procedure and method of create Trims and accessories card, Procedure and method of create a card that contained all the approved swatches / lab dips and samples with strike offs etc. Procedure and method of maintaining the file with the tech-pack, production order sheet with size break up, cut plan and mini marker, packaging specification, washing instruction (if any), Test report, TNA Chart and important mail conversations etc. **Pre-production meeting** - Procedure and method of clarifies and address any potential issues if any at the pre-production meeting. Procedure and method of identify any other issues, raised if any from the other department personnel attending the meeting. Procedure and method of handling to sort out issue based PPM meeting, if any. Procedure and method of prepare minutes of the PPM meeting.

#### Module-III: Applied Learning Assignments. (Practical)

The students will have to prepare a pre-production file for the part of their study. Each student has to submit their file in a standard format guided by the faculty for the final evaluation. The students are asked to give a brief oral presentation with 'Power Point' to the class about their understanding. The submission of pre-production file and presentation will be part of student's internal examination scheme.

### Examination Scheme:

Components	A	L	Practical	EE
Weightage (%)	05	10	15	70

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

### Text & References:

- A J Chuter, Introduction to clothing production management
- B. Rao (2009). Business Ethics & Professional Values, Excel Books India.
- B S Jolly, Law, Ethics & Communication- FOR CA-IPCC, Tata McGraw-Hill Education
- Design Research: Methods and Perspectives, edited by Brenda Laurel
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Grace I kunz, Merchandising: Theory, Practice and Principles
- Harry B. Watton (1992.). New Product Planning, Prentice Hall Inc.
- Herta A. Murphy (1990), Effective Business Communications, McGraw-Hill Ryerson, Limited.
- John Donnellan , Merchandise Buying and Management.
- V. D Dudeja, Professional Management of Fashion Industry

# Syllabus - Semester Sixth

## SHIPMENT & DOCUMENTATION MANAGEMENT

Course Code: VFD2651

Credit Units: 03

### Course Objective:

This course is aimed to understand how the merchandiser coordinates with the factory to check on the smooth running of it to meet the delivery line. This course discuss about hoe the merchandiser handles the program during shipment while the quality check is done and all approved.

### Course Contents:

#### Module-I: Buying House Coordination

**Buyer Coordination** - Procedure and method of coordinate with buyer or buying house if any clarification is required that is if any issue raised during production is not well identified internally. **QA or 3rd Party QA** - Procedure and method of coordinating with buying house QA or 3rd Party QA for initial/mid and final inspection of shipment. Procedures and methods of inspection

#### Module-II: Coordination and Management of Shipment

**Execution of orders** - Procedure and method of check execution of orders whether it is running on time. **Shipping and Documentation** - Procedure of shipping and documentation. Method of coordination with shipping and documentation department for forwarding approved shipment. Procedure and method of closely work with logistics and help shipping department with timely information of packing reports for preparation of shipping documents.

#### Module-III: Industrial Visits

The students will have to visit various export and buying houses for the part of their study. The students are asked to give a brief oral presentation with 'Power Point' to the class about their Understanding. They have to explain, what kind of knowledge they want to develop in the field of merchandizing and a debate will follow as well. The submission of industrial visit report and presentation will be part of student's internal examination scheme.

### Examination Scheme:

Components	A	L	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

### Text & References:

- A J Chuter, Introduction to clothing production management
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Grace I kunz, Merchandising: Theory, Practice and Principles
- Harry B. Watton (1992.). New Product Planning, Prentice Hall Inc.
- John Donnellan , Merchandise Buying and Management.
- Lynda Gamans, Retailing Principles
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexander, international Retailing