

IIFT SERVER/D/IIFT/DATACD/IIFT/SYLLABUS/ALL SYLLABUS 2007/A.M

LIST OF SUBJECT IN APPAREL MERCHANDISING DEPARTMENT
ONE YEAR

1. Apparel Merchandising
2. Business Management
3. Export- Import
4. International Marketing
5. Textile Science
6. Production Management
7. Quality Control
8. Retail Management
9. Pattern Making
10. Design Idea

APPAREL MERCHANDISING (1 YEAR)
APPAREL MERCHANDISING

Scope : To work in the merchandising department.

Objective : To teach the students the basics of fashion.

Semester – I

Practical

1. Fashion Introduction

- Concept of Fashion
- Terminology
- Misconception
- Principles of Fashion
- Element of Fashion
- Style & Design
- Components of Design

2. Fashion Environment

- Factors Affecting Fashion
- Psychographic Factor
- Demographic Factors
- Socio Economic Factor
- Political Factors
- Technological Factors
- Psychological Factors

3. Fashion Cycle

- Fashion Life Cycle
- FAD
- Classic Fashion
- Accelerating Factors
- Retarding Factor

Project on the changing trends
in Fashion Retail Industry

APPAREL MERCHANDISING (1 YEAR)
APPAREL MERCHANDISING

Semester – II

Practical

4. Fashion Visual Merchandising

- Concept of Fashion Display
- Cost of Display
- Visual Merchandising
- Interior Display
- Tools for Interior & Exterior Display

Guest Lecture

5. Fashion Forecasting

- Introduction of Forecasting
- Prediction Direction of Fashion
- Fashion Acceptance Mechanism
- Downward, Upward & Horizontal flow of Fashion
- Forecasting Fashion Trends

Project on Fashion Forecasting trends of next season

6. Advertisement & Sales Promotion

- Fashion Advertisement & Sales Promotion
- Word of Mouth Publicity
- Advertising & Promotion Techniques
- Public Relations & Sales Promotions Plans.
- Selection of Advertisement medium
- Discount coupons of Scratch Cards

Project on Designing a Advertisement with logo for a product Guest Lecture by Media Professional

7. Organizing a Fashion Office

- Essential requirement for a Fashion Office
- Role of Media in India's Fashion
- Liberalization & its impact on Fashion Market

APPAREL MERCHANDISING (1 YEAR)
BUSINESS MANAGEMENT

Semester – I

Theory

Practical

1. Definition of Management : Characteristics of Management, Principles of Management, Management Functions, Management Levels, Difference of Mgt/ Adm.
2. Planning : Definition of Planning, Nature of Planning, Steps of Planning, Limitations of Planning, Types of Planning, Essentials of sound Plan.
3. Decision Making : Features & Meaning of Decision Making, Types of decision making, techniques of decision making, problem management process of solving problem, Techniques of Solving Problem.

Semester – II

4. Authority
 - Concept of Authority
 - Concept of Power
 - Difference between Authority & Power
 - Concept Responsibility
 - Delegation & Decentralization
 - Difference between Delegation & Decentralization
5. Delegation
 - Meaning
 - Obstacles Decentralization – Factors.
6. Communication
 - Definition of Communication
 - Characteristic of Good Communication
 - Purpose of Communication
 - Process of Communication
 - Communication Barriers & How to overcome them
 - Directions of Communication
7. Motivation
 - Features
 - Techniques
 - Moral Building Theories

Project on Business
Communication

APPAREL MERCHANDISING (1 YEAR)
EXPORT/IMPORT
Semester I

Practical

1. Introduction to EXIM Trade :-
 - What is Export and Import.
 - Different policies and procedures.
2. Sample :-
 - What is a Sample.
 - How does a sample helps an Exporter & Importer.
 - Different mediums of sending a sample.
 - Negative List – Meaning , Items Listed under negative list.
3. Appointment of an overseas commission agents:-
 - Commission agent and distributor meaning.
 - Difference between commission agent and distributor.
 - How to approach an agent and what to write.
 - Different items to be signed and cleared in an agreement.
 - Registration and remittance of commission.
4. Processing of an Export Order
 - Various steps involved during processing of an Export Order.

Export House Visit

Semester II

5. Export Documents
6. Export Contract
 - What is Export Contract ?
 - What are the terms of agreement signed under it.
 - How is it helpful.
7. Packing & Packaging / Making & Labeling
 - Difference between Packing & Packaging.
 - Different types of Packing & Packaging material used.
 - Different specification to be kept in mind while doing Packing & Packaging.
 - Difference between Marking & Labeling.
8. Pre- Shipment Inspection & Quality assurance:-
 - What is Pre-Shipment Inspection.
 - Procedure involved.
9. ISO-9000
 - Meaning
 - Different series involved in it.

Guest lecture

On Documentation.

APPAREL MERCHANDISING (1 YEAR)
INTERNATIONAL MARKETING

Semester –I

Theory

Practical

1. Definition, Nature & Scope of International Marketing, Theory of Comparative Advantage, Trade Barriers & Trade Liberation, MNC' s Aid World Markets. Difference between Internal & External Marketing.
2. Balance of Payments:
Balance of Trade v/s Balance of Payments
Income & Price Effects on B.O.P. Foreign Exchange
Current & Emerging Issues in B.O.P
3. Product Selection, Need & Scope of Product Selection, Methods of Product Selection, Adaptation, Methods of Product Adaptation.

Semester –II

4. International Market Research
5. Market Identification
6. Market Segmentation
7. Export Finance
8. Product Pricing
9. Channels of Distribution.

APPAREL MERCHANDISING (ONE YEAR)
TEXTILE SCIENCE

Semester – I

Theory

Practical

1. Introduction

- a. Definition of Fiber , Polymerization, Degree of Polymerization
- b. Fiber Classification : - Flow Char
- c. Sources of Textile Fibers :- Criteria of Classification

2. Properties

- a. Primary Properties :- Length to Breadth Ratio, Tenacity, Flexibility, Spinning Quality, Uniformity ?
- b. Secondary Properties :- Physical Shape, Density, Color, Lusture, Moisture Regain & absorption, Thermal Reaction, Elongation, Resiliency Dimensional Stability
- c. Miscellaneous Properties
 1. Abrasion Resistance
 2. Cover
 3. Hand
 4. Pilling
 5. Wicking

3. Natural Fibers :-

- a. Cotton
History, Growth & Production, Quality Determination, Properties of Cotton, Chemical, Microscopic, Chemical, Biological, Thermal, Fiber Identification, Burning Test, Cotton Fabrics Application.
- b. Linen
History, Growth & Production, Preparation of Fiber, Physical properties, Chemical, Microscopic, Chemical, biological Thermal, Application, Fiber Identification, Aftercare & Labeling Favorable, In favorable points.
- c. Other Vegetable Fibers
Kapok, Hemp, Jute, Ramie, Sisal, Manila, Coir
- d. Silk
History, Sericulture, Processing, Microscopic Physical, Chemical, Biological, Thermal, Thermal Properties, Identification, Application, Labeling.

e. Wool

History, Processing, Classification, Manufacturing, Physical Microscopic, Thermal, Chemical, Biological, Felting, Setting, Fiber Identification, Application, Fabrics, Aftercare & Labeling.

4. Man – Made Fabric :- Rayon, Acetate, Nylon, Polyester, Spandex, Acrylic, Glass - Diagrams

a. Rayon

Manufacturing, Process, Properties (Physical, Chemical, biological, Thermal), Favorable & Unfavorable, Application, After care , Labeling, Types.

b. Acetate

Manufacturing, Properties, Favorable, Unfavorable, Application, Aftercare, Labeling, Types.

c. Nylon

Manufacturing, Properties, Favorable, Unfavorable, Application, Aftercare, Labeling, Types.

d. Polyester

Manufacturing, Properties, Favorable, Unfavorable, Application, Aftercare, Labeling, Types.

e. Acrylic/ Modacrylic

f. Spandex

Manufacturing, Properties, Favorable, Unfavorable, Application, Aftercare, Labeling, Types.

g. Glass

5. Spinning Procedure

Cotton Yarn Manufacture, Wool Yarn Manufacture, Bast Fiber Spinning System, Silk Spinning, Man-Made Fiber Spinning, Spinning Techniques, Ring Spinning, Open end Spinning, Friction Spinning, Vertex Spinning, Airjet Spinning, Integrated Composite Spinning, self Twist Spinning, Twisters Spinning.

6. Yarns

Spun, Filament, Monofilament, Multifilament, Balanced Unbalanced Yarns, Direction of Twist, Single, Ply, Cord Yarns, Yarn Numbering System, Textured Yarns, Novelty Yarns, Blends & Mixtures.

Fabric Folder

A. Details of different kinds of Fabrics, Their Fiber Composition, Names , Prices & uses

B. Identification Test of Fibers , (Burning Test), Visit to Spinning Mills, Craft, Museum.

Semester- II**7. Weaving**

Basic Definitions, Basic Weaving Operation, (Placement of Yarn basic Loom Operations), Parts of Loom, Types of Loom, Selvedge, Basic Weaves (Plain, Satin, Rib, Basket, Twill), Decorative Weaves (Dobby & Jacquard), Surface Figured Weaves (Lappet, Swivel, Spot, Leno, pile, Double – Cloth Weave), Fabric Defects.

Visit to Crafts Museum

8. Other Types of Textiles

A. Non- Woven :- Basic Definition, Types felts, Bonded Fabrics, Specialty non-woven

1. Felts :- Definition, Properties, disadvantages, Uses.
2. Bonded Fabrics :- Definition, Manufacture.

B. Stitch Bonded & tufted Fabrics, Open Work Fabrics (Laces) & fabrics – Very Brief.

C. Knitting :- Basic Definition, Needles , Warp Knits & Weft Knits, Basic Stitches used, Glossary.

Visit to NITRA

APPAREL MERCHANDISING (1 YEAR)
PRODUCTION MANAGEMENT

Semester I

<p>1. Nature & Scope of Apparel Manufacturing Basic types of apparel production processes. Types of apparel producers. Types of apparel categories.</p>	Practical
<p>2. Cutting Production. Functions & scope of cutting production. Spreads & their types. Cutting equipment and tool analysis. Cutting method analysis.</p>	Guest Lectures
<p>3. Sewing Production Equipment. Sewing seaming, stitching. Stitch classifications. Fabric sewability. Stitching equipment's Yarn Severance, puckering, gathering, torsion and pinching.</p>	Guest Lectures
<p>4. Pressing Molding Production Analysis. Definitions & functions of molding processes. Classification of molding equipment. Steam shrinking compacting shrinking.</p>	<p>Guest Lectures</p> <p>We can Organize visit to export house at the end of I Semester.</p>

Semester II

<p>5. Packaging/Ware Housing Functions & scope of packaging , Types of packaging forms. Merchandising packaging , ware housing packaging & shipment. Packaging, Packaging equipment's. General principles of ware housing. Selection of package design.</p>	Guest Lectures
<p>6. Time & Motion Study. Definitions. General approach, data needed for conducting the study. Elements of work cycle. Recording of work study data.</p>	

IIFT SERVER/D/IIFT/DATA/CD/IIFT/SYLLABUS/ALL SYLLABUS 2007/A.M

- Time study allowances.
7. Production Planning & Control : Planning Functions. Guest Lectures
Types of control forms , Production control charts & reports.
Production control of plant shifts.
Scheduling problems , Line balancing.
8. Production Systems :
Basic production systems
Principles for choosing a production system. Export house visit
can be Organized at
the end of II
Semester.
Evaluating production systems.

APPAREL MERCHANDISING (1 YEAR)
QUALITY CONTROL

Semester - I

1. Quality Control.
Basic Definitions.
Quality, Inspection, Quality Control.
General Steps in Quality Control
Establishment of merchandising quality standards with respect to Aesthetic, Durability & Utility Characteristics.
2. Establishment of raw material specifications for quality with respect to Fabric, Threads, Buttons, Metal Hooks, Zippers etc.
3. Checking or Inspection Procedure of Incoming Raw Material.
Receiving Quality Control.
Lab Testing Dept. Control.
Checking Instruments.
4. Cutting Quality Control.
Quality Specifications for Marking.
Quality Specifications for Cutting.
Position Marking Quality.
Quality of Cutting Machinery.
5. Stitching Quality.
Seam & Stitch Quality
Sewing Quality with respect to Puckering.
Gathering, strength of Seam.
Thread Breakage Needle Heating.

Semester -II

6. Pressing Quality Control.
Shrinkage of Fusing.
Quality of Fusing.
Steam Distribution.
7. Packaging Quality Control.
Quality Specifications of garments in merchandising, storage & shipment.
Quality Specifications for packaging materials.

8. Quality Control of Finished Garments.

Checking for Fit & Size.

Ist Grade Quality & Irregulars.

Areas of the garments to be Inspected.

How to classify & act on various defects.

Critical, Major & Minor Defects.

9. Role of Quality Examiner in different stages of production.

Various Quality Control Reports.

10. Functions of Quality Control Department.

APPAREL MERCHANDISING (1 YEAR)
RETAIL MANAGEMENT

Semester – I

Practical

1. Retail Introduction

- Retail Meaning , Concept & Terms

Current news of Indian retail & sector
Significance of retailing

- Significance of retailing
- Retailing & Marketing Mix
- Current status of retailing in India & Scope

Case Study

2. Trends in Retailing

- Retail growth in India
- Key Details of retailing

Project on present status of
Retail Industry
Guest Lecture

3. Retail Format

- Meaning of retail format
- Types of Format
- Characteristics of retail format

Project on Retail Format

4. Retail Strategy

- Meaning & Concept of Retail Strategy
- Steps involved in Retail Industry
- Retailers relationship with both Customer & Other Channel Members

5. Channels of Marketing System.

- Different Channels of Marketing

6. Visual Merchandising

- What is Visual Merchandising
- What are roles of a Visual Merchandiser
- Challenges of Visual Merchandiser
- Window Display

Project on Visual Display

- Principles of Visual Merchandising
- Interior display and its importance
- Mannequins, fixture & Other techniques of Visual Merchandising

Guest Lecture about Visual
Merchandising

APPAREL MERCHANDISING (1 YEAR)
RETAIL MANAGEMENT
Semester – II

Practical

7. Branding

- What is Brand
- Qualities of a good Brand Name
- Brand Strategy
- Types of Brand available for each category in Indian Market

Brand Project
 (Selecting a Brand & its complete details along with future prospects)

8. Brand Targeting

- Brand/Project Targeting
- Brand Positioning

Case Study

9. Market Research

- Concept and Importance of Market Research
- Collecting Data
- Analyzing the data
- Market Perception

10. Costing & Pricing

- Difference between Costing & Pricing
- Factor effecting the cost & price of a product
- Rules deciding the price of product

Case Study

11. Advertising & Sales Promotion

- What do you mean by Advertisement
- Methods of Advertisement
- What do you mean by Sales Promotion
- Method of Sales Promotion
- Benefits of Advertisement & Sale Promotion

Project on Advertisement & Sales Promotion.
 Guest Lecture

12. Pumetion of Products in Retail

13. Product Research

- Product Development Cycle
- Merchandise of a Store

APPAREL MERCHANDISING (1 YEAR)
PATTERN MAKING

Introduction for Patter Making Faculty Members

For Pattern Making 3 files to be maintained by the students:-

- A. Drafting File
- B. Layout File
- C. Pocket File

A. Drafting File- Practical files to be used with drafting pasted on left plain paper side & written matter on the right side. No multicolored paper is to be used. No loose sheets to be used for drafting file. Entire syllabus should be covered in drafting file. Emphasis should be laid on cutting of blocks.

B. Layout File - ¼ imperial sketch file, which will have layouts which one to be made only on brown paper & pasted on graph paper. All the blocks should be named properly with proper indication of Grain Lines.

C. Pocket File – All the drafting students will prepare full scale pattern & give all the necessary details on all the patterns.

Semester – I

Theory

1. General Introduction about Drafting : Basic tools & Terminologies, Measurement Chart.
2. Basic Bodice Block(One Dart & Two Dart).
3. Variations with basic bodice : Dart Manipulations, bodice with Yoke & Tucks.
4. Basic Skirt Block (One Dart & Two Dart).
5. Variations with basic skirt : A- Line Skirt, Pannel Skirt, Flared Skirt.
6. Basic Sleeve Block
7. Variations with basic sleeve : Bell Sleeve, Puff Sleeve, shirt Sleeve.

Practical

To Transfer all the theory in file making 1/4” sloper.

Semester – II

8. Collars : Peter Pan Collar, Sailor Collar, Chinese Collar.
9. Basic Torso.
10. Variation of Basic Torso : Jacket, dress Variations.
11. Men's shirt with sleeve & collar : sleeve, collar
12. Men's Trousers
13. Marker Planning of complete garment on ¼ scale.

APPAREL MERCHANDISING (ONE YEAR)
DESIGN IDEA

Semester – I

Theory
(For Design detail Folder)

Practical

1. Necklines

All assignments to be drawn on A3 size sketched & either related outs to be pasted along with.

2. Collars

3. Sleeves

4. Skirts

5. Trousers

6. Decorative Features

a. Tucks

b. Frills

c. Yokes

d. Pocket

e. Pleats