

Syllabus and Course Scheme

Academic year 2020-21



M.A.- G.P.E.M.

Exam.-2021

UNIVERSITY OF KOTA

**MBS Marg, Swami Vivekanand Nagar,
Kota - 324 005, Rajasthan, India**

Website: uok.ac.in

**M.A. GARMENT PRODUCTION AND EXPORT MANAGEMENT
(G.P.E.M.) SESSION – 2020-21**

(To be offered to the Women candidates in girls Colleges Only)

Note:- This syllabus is applicable from this academic year -2018-19

SCHEME OF EXAMINATION:

Each Theory Paper.	Duration 3 hrs	Marks 100
Dissertation/Thesis/Survey Report/Field work, if any		Marks 100

1. The number of papers and the maximum marks for each paper/practical shall be shown in the syllabus for the subject concerned. It will be necessary for a candidate to pass the theory as well as the practical (wherever prescribed) of a subject/paper separately.

2. A candidate to pass in each of the Previous and the Final Examination must need to obtain (i) at least 36% marks in the aggregate of all the papers prescribed for the examination and (ii) at least 36% marks in practical (s) wherever prescribed at the examination, provided that if a candidate fails to secure at least 25% marks in each individual paper work, at the examination and also in the dissertation/report/field work. Wherever prescribed, he shall be deemed to have failed at the examination if he is not able to obtain the minimum percentage of marks required in the aggregate for that examination. No division will be awarded for the Previous Examination. Division will be awarded at the end of the Final Examination on the basis of the combined marks obtained in the Previous and the Final Examination taken together, 3. Division will be according the following format:

First Division 60%

Second Division 48%

(To calculate the percentage of the student the aggregate marks taken together of the Previous and Final Examination will be considered.) All the rest of the candidates will be declared to have passed the examinations.

1- If a candidate clears any Paper(s) Practical(s)/Dissertation prescribed at the Previous and/or Final Examination after a continuous period of three years, then for the purpose of working out his division the minimum pass marks only viz. 25% (36% in the case of practical) shall be taken into account in respect of such paper(s)/Practical(s)/Dissertation are cleared after the expiry of the aforesaid period of three years provided that in case where a candidate requires more than 25% marks in order to reach the minimum aggregate as many mark out of those actually secured by him will be taken into account as would enable him to make up the deficiency in the requisite minimum aggregate.

2- The Thesis/Dissertation/Survey Report/Field Work shall be typed and written and submitted in triplicate so as to reach the office of the Registrar at least 3 weeks before the commencement of the theory examinations. Only those candidates shall be permitted to offer Dissertation/ Field work/Survey Report/ Thesis (if provided in the scheme of examination) in lieu of a paper as have secured at least 55% marks in the aggregate of all the papers prescribed for the previous examination in the case of annual scheme irrespective of the number of papers in which a candidate actually appeared at the examination.

3- A candidate failing at M.A. Previous examination may be provisionally admitted to the

M.A. Final Class, provided that he passes in at least 50% papers as per Provisions of 0.235 (i)

4- A candidate may be allowed grace marks in only one theory papers up to the extent of 1% of the total marks prescribed for that examination.

N.B.:-

Non-collegiate candidates are not eligible to offer dissertation as per provisions of O.170-A.

**GARMENT PRODUCTION AND EXPORT MANAGEMENT
(G.P.E.M.) – 2020-21**

M.A. Previous

Scheme : Theory Paper Time 3 Hours Min.-36 Max. Marks 100

Paper I : Textile And Garment Industry In India

Paper II : Apparel Design And Construction

Practical Paper Time 4 Hours Min. Marks-36 Max. Marks 100

Paper A: Apparel Construction & Pattern Making

Paper B: Surface Embellishments

M.A. Final –

Scheme: Theory Paper Time 3 Hours Min.-36 Max. Marks 100

Paper III: Fashion Retailing, Marketing and Merchandising.

Paper IV: Indian Textiles

Practical Paper Time 4 Hours Min. Marks-36 Max. Marks 100

Paper C: Commercial Pattern Development

Paper D: Business Communication & Computer Applications

Paper E: Line Development / Dissertation

M.A. Previous – 2020-21

GARMENT PRODUCTION AND EXPORT MANAGEMENT

Paper I : TEXTILE AND GARMENT INDUSTRY IN INDIA

Time - 3 hours

Min: 36 marks

Max: 100 Marks

Note: The question paper will contain three sections as under

Section–A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total marks: 10**

Section –B: 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. **Total marks: 50**

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, 2 questions to be attempted. **Total marks: 40**

Objectives

The importance of this paper is to acquaint the student with the multi faceted profile of the textile industry of India, the economic regime and the policy regulations within which the Industry is operating.

UNIT –I

Business environment of India- Overview.

History growth and present status of the Indian textile industry. Sickness revival and Up gradation.

Textile Research organizations and their functions.

Entrepreneurship - concept, nature and barriers (economic and non economic)

UNIT-II

Clothing industry: sectors, product types and organisation

Production, Consumption, Employment Potential, Problems and Prospects in textile industry, Handloom industry and readymade garment industry

UNIT – III

Research method and statistics: Introduction to research process

Steps of the research process, hypothesis, research design, Tools of data collections, sampling

Types of research, data management and analysis

UNIT – IV

National textile policy, 1985 and 2000. Change in focus over the year in terms of objectives, function ability, regulatory mechanisms and futuristic trends.

Foreign trade policy. The mechanism of MFA- history and current status. GATT and WTO. Implications of a free trade regime vs protectionist regime.

UNIT - V

International Marketing- Nature and functions, Problems and challenges of International marketing, Product Planning and Development

Export- import procedures, incentives, organization for promotion of exports.

Export documentation and logistics

References

1. Mishra and Puri, Indian Economy, Himlaya publishing House
2. National Textile Policy-2000
3. Journals- Clothes Line, Business India, Business today
4. New paper-Economic times, Financial express, and Apparel online
5. Industry published journals/News letters Ex Sasmira, WWEPC, HHEC etc
6. Economic Surveys, Government of India.
7. Varshney, Bhattacharya. International Marketing Management: An Indian Perspective, S. Chand & Co., New Delhi.
8. Cherunilum, Francis, International Business

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
4. Kothari C.R. Research Methodology.

Paper II : APPAREL DESIGN AND CONSTRUCTION

Time - 3 hours

Min: 36 marks

Max: 100 Marks

Note: The question paper will contain three sections as under

Section–A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part.

Total marks: 10

Section –B: 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words.

Total marks: 50

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, 2 questions to be attempted.

Total marks: 40

Objectives

1. To impart an in depth knowledge of pattern making and garment construction techniques.
2. To develop and understand the principles of pattern making.

To familiarize students with fundamentals of apparel construction

UNIT –I

Taking Body Measurements for: men, women & children

Study of Indian measurement charts and Readymade garment sizes

Study the interrelationship of needles, thread, stitch length and fabric

Fabric preparation for sewing

o Fabric preparation-preshrinking, straightening, trueing

o Pattern layout and cutting-open, half fold, partial fold, matching stripes, plaids and checks

Handling special fabrics while cutting and stitching (lace, velvet, chiffon)

Supporting Fabrics: lining, underlining, interlining and interfacing.

UNIT-II

Developing paper pattern

Method of pattern making – Drafting, Flat pattern and Draping

Understanding the commercial paper pattern , spec sheet

UNIT – III

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

Buying criteria of Readymade garments

UNIT – IV

The organization of Clothing Industry

Design department – Fore- casting, designing, production of sample garment.

Marketing department- merchandising and sales

Finance department – budgeting, garment costing

Purchase department

Production department- manufacture, production and control

Operation department – company calendar, pre-production planning and control

Information technology

Industrial machine and equipment used for Spreading, Cutting, Sewing, Finishing and Embellishment

UNIT - V

Post Production Machinery and Processes

• Production finishing – bar tack, button, button holes

• Garment finishing – stain removal, dry cleaning, cleaning and pressing.

- Types of packages
- Machinery used for packages
- Types of materials used for packing

Essential Reading:-

1. Kallal, Mary Jo., Clothing Construction, Macmillan London. 1985
2. Shaeffer, Claire., The complete book of sewing, Sterling, New York.
3. Brakenberry, Terry, Knitted Clothing Technology, Blackwell Sciences Ltd, London 1999.
4. Cooklin, Jerry., Introduction to Clothing Construction, Blackwell Sciences Ltd., London. 1991
5. Chuter, A.J., Introduction to Clothing Production Management, 2nd Edition, Blackwell Sciences, London. 1995

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. Ashwathappa, Shridhara., Production and Operations Management, Himalaya Publishing House, Mumbai
4. Telsang, Martand., Industrial Engineering and Production Management, S. Chand & Co., New Delhi
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.

M.A. Previous Practical

Paper A: APPAREL CONSTRUCTION & PATTERN MAKING

Periods/Week: 06

Marks: 100

Objectives:

1. To familiarize students with sewing skills and basics garment construction
2. Introducing the concept of drafting and basic adaptation

CONTENT

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. Preparing the fabric for cutting
4. 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
 - 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
5. Introduction to techniques in pattern making
 - Introduction to Drafting: Preparation of child basic bodice, sleeve and skirt block
 - 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)
 - Principles of Draping : Draping dress form for bodice and skirt.
 - Construction of one top draped in muslin to be completed through basic steps.
6. 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 featuresCalculate material required and cost of the garment

Essential Reading:

1. Relis, Nurie., & Jaffe, Hilde., Draping for fashion Design, Prentice Hall career & Technology, New Jersey.1993
2. Armstrong, J., Draping for Fashion Design, Fair child Publications ,New York.2004
3. Jindal, Ritu., Handbook of Fashion Designing, Mittal Publications, New Delhi.
4. Reader's Digest-Complete guide of sewing, The Reader's Digest Association Ltd., London
5. Thomas, Anna, Jacob., The Art of Sewing, UBSPD Publishers Distributors Ltd, New Delhi

Books Recommended:

1. Hanford, Jack., Professional Pattern Grading: for Women's, Men's and Children's

- Apparel, Fairchild Publications, New York. 2003.
2. Pamela, C. Stringer., (1995). Pattern Drafting for Dress Making, Augustan Publishers & Distributors, Delhi.
 3. Holman., Pattern Cutting Made Easy: A step by step Introduction, Om Publications
 4. Cream, Penelope., The Complete book of sewing, DK Publishing, New York.
 5. Kallal, Mary Jo., Clothing Construction, London: Macmillan New York.
 6. Shaeffer, Claire., The Complete Book of Sewing, Sterling , New York.
 7. Gioello and Berke. Figure Type and Size Range, Fairchild Publications, New York.
 8. Grate and Storm. Concepts in Clothing, McGraw Hill Book Co. New York.
 9. Bina Abling. Fashion Sketch Book, Fairchild Publications, New York.
 10. Claire Shaeffers. Fabric Sewing Guide, Chilton Book Company, Radnot, Pennsylvania.
 11. Harold Carr and Barbara Lathan. The Technology of Clothing Manufacture, Oxford BSP Professional Book, London.
 12. Slampler, Sharp and Donnell, Evaluating Apparel, Quality, Fairchild Publications, New York.
 13. Natalie Bray. Dress Fitting. Published by Blackwell Science Ltd.
 14. Wood, D. The practical encyclopedia of sewing, Anness Publishing Ltd, USA

Practical Paper B : SURFACE EMBELLISHMENTS

Periods/Week: 06

Marks: 100

Objectives:

1. To familiarize students with various techniques of surface ornamentation for value addition
2. To enable the students to use various surface enrichments for apparel and home furnishings

CONTENT

1. Market survey:

- Collection of various types of fabrics
- Collection of various types of embellishments
- 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

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

4. 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

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

6. Design and prepare two made ups/ linens/ apparel using any of the above techniques

Essential Reading:

Wood, D. The practical encyclopedia of sewing, Anness Publishing Ltd, USA

Books Recommended:

Readers Digest, Complete guide to needle work, The Readers Digest Association Inc, Pleasantville, New York