

GUJARAT TECHNOLOGICAL UNIVERSITY
DIPLOMA IN COMPUTER AIDED COSTUME DESIGN
AND DRESS MAKING
TEACHING SCHEME (w. e. f. Jan' 12)
SEMESTER- VI

| SR. NO. | SUB. CODE | SUBJECT | TEACHING SCHEME (HOURS) | | | |
|---------|-----------|-----------------------|-------------------------|----------|-----------|-----------|
| | | | THEORY | TUTORIAL | PRACTICAL | CREDITS |
| 1 | 2365101 | Garment Export | 4 | 0 | 0 | 4 |
| 2 | 2365102 | Project -II | 0 | 0 | 12 | 12 |
| 3 | 2365103 | Fashion Business | 4 | 0 | 0 | 4 |
| 4 | 2365104 | Apparel Merchandising | 0 | 0 | 6 | 6 |
| 5 | 2365105 | Seminar | 0 | 0 | 3 | 3 |
| 6 | | Elective-II | 0 | 0 | 6 | 6 |
| | | TOTAL | 8 | 0 | 27 | 35 |

Select **ANY ONE** from the following subjects

| SR. NO. | SUB. CODE | ELECTIVE-II |
|---------|-----------|---------------------|
| 1 | 2365106 | Dyeing and Printing |
| 2 | 2365107 | Household Article |

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SEMESTER-VI

Subject Name: Garment Export

Subject Code: 2365101

| Sr. No. | Subject Content | Total Hrs. |
|----------------|---|-------------------|
| 1 | <p>GARMENT EXPORT.</p> <p>1.1 History and milestones. 1.2 Garment Export under Quota Regimes. 1.3 India's international trade and garment exports. 1.4 Global Clothing trade and competitiveness of Indian Garment industry. 1.5 World Clothing trade : Changing Geography and increasing competition. 1.6 Current Exim policy of India. 1.7 Need for competitive advantage. 1.8 Terminology of Garment Export</p> | 8 |
| 2 | <p>COMPETING IN THE INTERNATIONAL MARKET.</p> <p>2.1 Changing times, Changing Focus. 2.2 Research Focus. 2.3 Strategy and Competitive advantage 2.4 Sustainable Competitive advantage. 2.5 SWOT Analysis. 2.6 Performance analysis of Garment Export.</p> | 8 |
| 3 | <p>MANUFACTURING AND SOURCING FOR EXPORTS.</p> <p>3.1 Investment and type of Garment Manufacturing unit. 3.2 Manufacturing Systems. 3.3 Defining Quality and functional Quality Aspects of Garments. 3.4 Quality as a Multi-dimensional Construct and a value chain. 3.5 Quality Rules for Garment Exporters. 3.6 Sourcing Systems, Sourcing Criteria, Buying operations & flows. 3.7 Value addition process in Garment Marketing.</p> | 10 |
| 4 | <p>EXPORT PROCESS AND PROCEDURES.</p> <p>4.1 Identifying the market (Desk Research) 4.2 Market Approach – Generating inquiries</p> | 10 |

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| | <p>4.3 Quotations and Negotiation.</p> <p>4.4 Payment Options and procedures.</p> <p>4.4.1 Letter of Credit.</p> <p>4.4.2 Cash against document or D/P (document against payment)</p> <p>4.4.3 D/A (Document on acceptance)</p> <p>4.4.4 Advance Payment</p> <p>4.4.5 Exchange Control Regulations.</p> | |
| 5 | <p>EXPORT DOCUMENTATION.</p> <p>5.1 Commercial Documents.</p> <p>5.1.1 Performa invoice</p> <p>5.1.2 Commercial invoice</p> <p>5.1.3 Packing list</p> <p>5.1.4 Shipping instructions.</p> <p>5.1.5 Intimation for inspection.</p> <p>5.1.6 Certificate of inspection or quality control.</p> <p>5.1.7 Insurance declaration.</p> <p>5.1.8 Certificate of insurance.</p> <p>5.1.9 Shipping order.</p> <p>5.1.10 Mate's Receipt</p> <p>5.1.11 Bill of lading / combined transport document</p> <p>5.1.12 Application for Certificate of Origin.</p> <p>5.1.13 Certificate of Origin.</p> <p>5.1.14 Bill of exchange.</p> <p>5.1.15 Advice of shipment.</p> <p>5.1.16 Letter of the bank for the collection / Negotiation of document</p> <p>5.2 Regulatory Document.</p> <p>5.2.1 Central Excise a. Gate – pass one/ Gate pass two. b. AR – 4 / 44 Form.</p> <p>5.2.2 Customs Authorities. a. Shipping Bill / Bill of Export.</p> <p>5.2.3 Port Trust. a. Export application / dock challan / port trust copy of shipping bill. b. Receipt for payment of port charges. c. ehicle ticket.</p> <p>5.2.4 Reserve Bank of India. a. Reserve Control declaration / GRPP Forms. b. Freight payment certificate. c. Insurance premium payment certificate.</p> <p>5.3 Certifications</p> <p>5.3.1 .Inspection</p> <p>5.3.2 Statutory requirement.</p> <p>5.4 International trade agreements.</p> <p>5.4.1 WTO</p> <p>5.4.2 Bilateral Agreements.</p> | 12 |

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| | 5.5 Export Pricing – Meaning, Importance and factors determining . export price | |
| 6 | <p>ORGANISING FOR EXPORTS.</p> <p>6.1 Institutional infrastructure for exports.</p> <p>6.1.1 BTRA - Bombay Textile Research Association, . Bombay, India</p> <p>6.1.2 CMAI - Clothing Manufacturers Association of India, Bombay, India.</p> <p>6.1.3 ECGC - Export Credit Guarantee Corporation of India, Ltd., New Delhi, India.</p> <p>6.1.4 FTZ - Free Trade Zone</p> <p>6.1.5 ICMF - Indian Cotton Mills 's Federation, Bombay, India.</p> <p>6.1.6 ICRIER - Indian Council for Research on International Economic Relations, New Delhi, India.</p> <p>6.1.7 MDA - Marketing Development Assistance</p> <p>6.1.8 MFA - Multi - Fiber Arrangement</p> <p>6.1.9 NIFT - National Institute of Fashion Technology, New Delhi, India.</p> <p>6.1.10 RIPT - Research Institute for Polymers and Textiles, Tsukuhagun, Japan.</p> <p>6.1.11 TEXPROCIL - Cotton Textile Export Promotion Council, Bombay, India.</p> <p>6.1.12 TFAI - Trade Fair Authority of India, New Delhi, India.</p> <p>6.2 Export Incentives and Govt, Policies.</p> <p>6.2.1 Sales Tax.</p> <p>6.2.2 Octroi a. Claimint refund of octroi where already paid. b. 'N' Form procedure. Export promotion form procedure</p> <p>6.2.3 Central Excise</p> <p>6.2.4 Benefits a. Duty drawback</p> <p>b. International Price.</p> <p>c. Market development Assistance.</p> <p>d. Income tax.</p> <p>e. Advance license</p> <p>f. Special Import license</p> <p>g. 100 EOU / FTZEPZ</p> <p>h. Export Promotion Capital goods Scheme.</p> <p>6.3 Role of AEPC in boosting export.</p> <p>6.4 Strategic Approach to Exports.</p> <p>6.4.1 Transition Strategies.</p> <p>6.4.2 Market Development – Geometric Strategies</p> <p>6.4.3 Improving Export Performance through Joint Ventures, Strategic Alliances And Technical Collaborations.</p> <p>6.4.4 Promoting Exports by using Domestic Apparel Market Leverage.</p> <p>6.5 Channelising Exports.</p> | 8 |

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| | 6.5.1 Channels of Distribution. 6.5.2 Retail channels and consumer Groups. Special Problems in garment export marketing | |
| | TOTAL | 56 |

References Books:

1. Garment Exports - Winning Strategies - Darlie O. Koshy
2. How to export garment successfully
3. The Apparel Industry in India - Ila kantilal.
4. Apparel Production And Its Export - Sir. Bhavsinhji Poly. Inst., Bhavnagar.
5. Fashion illustration of garments

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Subject Name: Fashion Business

Subject Code: 2365103

| Sr. No. | Subject Content | Total Hrs. |
|----------------|--|-------------------|
| 1 | APPAREL RETAIL MERCHANDISING. General merchandise stores 1.1 Peddlers 1.2 Mail order sellers 1.3 Chain departmental stores (Through Franchise process) 1.4 Boutiques | 5 |
| 2 | APPAREL MARKET RESEARCH AGENCIES. 2.1 Trade associations and trade shows. 2.2 Retail buyers groups 2.3 Fashion shows. 2.4 Fashion bulletins 2.5 Retail conventions | 5 |
| 3 | MERCHANDISING SERVICES. 3.1 Current market information 3.2 Buyer clinics 3.3 Central merchandising 3.4 Group purchases 3.5 Order placement and follow – up. 3.6 Private label program 3.7 Sales promotion services 3.8 Colour brochures and mailers 3.9 Catalogs 3.10 Operations and research services (Market research, Information exchange) 3.11 Personal Services (Recruitment Service, Overseas Services) | 8 |
| 4 | ORGANISATIONAL CHART OF APPAREL MERCHANDISING | 4 |
| 5 | VISITING CARDS. 5.1 Types of visiting cards. 5.2 Size of visiting cards. | 6 |

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| | <p>5.3 Materials used for visiting cards. 5.4 Purpose of visiting cards. 5.5 Factors to be kept in mind while preparing visiting cards.</p> | |
| 6 | <p>LABELS. 6.1 Types of labels. 6.2 Sizes of labels. 6.3 Materials used for preparing labels. 6.4 Purpose of labels. 6.5 Factors to be kept in mind while preparing labels. 6.6 Information on labels. 6.7 Care labeling system of different countries.</p> | 4 |
| 7 | <p>PACKAGES. 7.1 Importance and functions of packages. 7.2 Types of packages for domestic Market and export market. 7.3 Factors to be kept in mind while preparing packages for apparel industry. 7.4 Information on packages</p> | 6 |
| 8 | <p>ADVERTISEMENT. 8.1 Importance of advertisement in apparel industry. 8.2 Types of advertisement 8.3 Newspaper 8.4 Magazines 8.5 Leaf-let 8.6 Brochures 8.7 Catalogues 8.8 Folders 8.9 Charts 8.10 Posters 8.11 Diary 8.12 Table calendars 8.13 Wall calendars 8.14 Road Hoardings 8.15 Vehicle Hoardings 8.16 Banner ,Radio, T.V. , Internet</p> | 6 |
| 9 | <p>DISPLAY 9.1 Meaning of display 9.2 Importance and functions of display 9.3 Methods of display (through mannequins, racks, Hangers, salesman, window display, Boutique display, Fashion shows through T.V.,Internet</p> | 6 |

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| 10 | COSTING: 10.1 How to calculate the cost of any one children garment? 10.2 How to calculate the cost of any one ladies garment? 10.3 How to calculate the cost of any one gents garment? | 6 |
| | TOTAL | 56 |

Reference Books:

1. FASHION MERCHANDISING

Elaine Stone

An Introduction

2. INSIDE THE FASHION BUSINESS TEXT AND READINGS.

Jeanne A. Jarnow

Guerreiro Miriam

Beatrice Jussdelle

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Subject Name: Apparel Merchandizing

Subject Code: 2365104

| Sr. No. | Subject Content | Total Hrs. |
|----------------|---|-------------------|
| 1 | Selection of the area of work (Children wear, ladies wear, gents wear) | 10 |
| 2 | Selection of boutiques name as per the area of work | 10 |
| 3 | Preparation of sheets of logo and symbol related to the boutique. (Ten logo and ten symbols Final logo & symbol selected and drawn in the sheet along with the boutiques name) | 8 |
| 4 | Preparation of ten different varieties of visiting card and prepare one sheet of final visiting card selected by the concerned teacher. | 10 |
| 5 | Preparation of ten different varieties of labels and prepare one final label by machine embroidery on cloth | 12 |
| 6 | Preparation of a sheet showing care labeling system of different countries. (symbolically) : | 10 |
| 7 | Packages. 7.1 Preparation of packages on computer. 7.2 Preparation of any one final packages | 6 |
| 8 | Advertisement. 8.1 News paper advertisement (Full page, Half page, 1/4th page, 1/6th page, 1/8th page) 8.2 Magazines advertisement (Full page, Half page, 1/4th page, 1/6th page, 1/8th page, cover page) 8.3 Preparation of a leaf-let. 8.4 Preparation of a brochure. 8.5 Preparation of a catalogue. 8.6 Preparation of a chart. 8.7 Preparation of a poster. 8.8 Preparation of a table calendar. 8.9 Preparation of a wall calendar. | 6 |

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| | 8.10 Preparation of a sheet showing road –hoarding. 8.11 Preparation of a sheet showing vehicle hoarding. | |
| 9 | Preparation of bill. | 6 |
| 10 | Survey. 6.1 Survey from wholesalers (5 Questionnaires to be filled) 6.2 Survey from retailers (10 Questionnaires to be filled) 6.3 Survey from consumers (20 Questionnaires to be filled) | 6 |
| | TOTAL | 84 |

Reference Books:

1. Fashion Merchandising
An Introduction

Elaine Stone

2. Inside The Fashion Business Text And Readings.

Jeanne A. Jarnow

Guerreiro Miriam
Jussdelle Beatrice

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Subject Name: Seminar

Subject Code: 2365105

| Sr. No. | Subject Content | Total Hrs. |
|----------------|---|-------------------|
| 1 | Selection of area from semester 1 to 5. 1.1 Points to be considered for selection of area | 3 |
| 2 | Selection of topic from semester 1 to 5. | 3 |
| 3 | Collection of matter related to the topic. | 6 |
| 4 | Arrangement of matter & classify them into main topic & their sub topics. | 6 |
| 5 | To prepare a hand written file of selected topic | 3 |
| 6 | Preparation of Powerpoint slides show with minimum 10 slides. | 15 |
| 7 | Preparation of Powerpoint slides show with minimum 10 minutes. | 5 |
| 8 | Conclusion of seminar. 8.1 Case Study related to Topic & its conclusion | 1 |
| | TOTAL | 42 |

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Subject Name: Dyeing and Printing (Elective-II)

Subject Code: 2365106

NOTE:- Following are the minimum experiences required, but the college can do more experiences if possible.

Laboratory Experiences:

| Sr. No. | Subject Content | Total Hrs. |
|----------------|---|-------------------|
| 1 | TIE AND DYE. Prepare 5 sheets showing Ladies garments using tie and dye techniques. Prepare one garment using any type of techniques | 16 |
| 2 | BATIK Prepare 5 sheets showing western Ladies garments using Batik method. Prepare one western garment using batik method. | 16 |
| 3 | STENCIL PRINTING Prepare 5 sheets showing clothing as uniforms. Prepare accessories with the stencil printing,(belt, cap. Purse, handkerchief , scarf) | 16 |
| 4 | BLOCK PRINTING Prepare 5 sheets showing men's wear using " block printing" Prepare any one garment using block printing | 16 |
| 5 | SCREEN PRINTING Prepare 5 sheets showing children's wear using screen printing. Prepare any one children's wear using screen printing | 20 |
| 6 | Prepare one household article with use of any above technique. | |
| * | Note: - All the above work should be recorded in journal. | |
| | TOTAL | 84 |

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Subject Name: Household Article (Elective - II)

Subject Code: 2365107

| Sr. No. | Subject Content | Total Hrs. |
|----------------|---|-------------------|
| 1 | To prepare a two single bed / one double bed sheet with two pillow covers. | 16 |
| 2 | To prepare five cushion covers. | 16 |
| 3 | To prepare Two fancy curtain for windows /Doors. | 16 |
| 4 | To prepare sofaback set (1 three piece sofaback and 2 single piece sofaback). | 16 |
| 5 | To prepare any two kitchen appliance cover under as follow :- (i) Mixer / Juicer. (ii) Oven. (iii) Tea cosy. (iv) Flour mill. (v) Washing machine. (vi) R.O.Plant cover. | 20 |
| 6 | Three designs of above mentioned all articles from 1 to 5 topics. | |
| | TOTAL | 84 |

NOTE:- (i) Prepare any two articles from Sr. No. 1 to 5.

(ii) Use different techniques i.e. Painting, printing, quilt and appliqué, patch, etc to prepare above mentioned articles. (From Sr. No. 1 to 5).