

GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT

**COURSE CURRICULUM
COURSE TITLE: APPAREL MERCHANDISING
(COURSE CODE: 3365101)**

Diploma Programme in which this course is offered	Semester in which offered
Computer Aided Costume Design and Dress Making	Sixth

1. RATIONALE

Graduate from this programme may be employed in marketing of garments operations as well. Hence they need to possess the competency of retail marketing and documentation. This course has been designed so that students develop the skills to undertake retail marketing, export business and merchandising of apparels. This competency that can be developed through this course is equally important for wage employment as well as self-employment. And hence it is an important course.

2. COMPETENCY

The course content should be taught and curriculum should be implemented with the aim to develop required skills in the students so that they are able to acquire following competency:

- **Market garments in retail and prepare necessary documents for exports of garments.**

3. COURSE OUTCOMES

The theory should be taught and practical should be carried out in such a manner that students are able to acquire required learning outcomes in cognitive, psychomotor and affective domain to demonstrate following course outcomes.

- i. Select the type of retail merchandisers according to need.
- ii. Select new products based on information from market research agencies.
- iii. Market the garments taking the help of the merchandising services.
- iv. Assist in export of garments using the knowledge of export process and payment procedures.
- v. Prepare the necessary documentations to help exporter.
- vi. Identify suitable markets using the information of export policies of the country and import policies of other countries.

4. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P)	Examination Scheme				
				Theory Marks		Practical Marks		Total Marks
L	T	P	C	ESE	PA	ESE	PA	
4	0	0	4	70	30	00	00	100

Legends: L-Lecture; T – Tutorial/Teacher Guided Theory Practice; P -Practical; C – Credit ESE -End Semester Examination; PA - Progressive Assessment.

5. COURSE CONTENT DETAILS

Unit	Major Learning Outcomes (In Cognitive Domain)	Topics and Sub –topics
Unit –I Merchandising and Merchandising Services	1a. Explain types of retail merchandise	1.1 Types of retail merchandise: peddlers, general merchandise stores, chain departmental stores (through franchise process), mail order sellers, boutiques
	1b. Explain importance of advertisement 1c. Justify the need and features for different types of advertisement	1.2 Importance of advertisement in apparel industry. 1.3 Types of advertisement – newspaper, magazines, leaf-let, brochures, catalogues, folders, charts, posters, diary, calendars, road hoardings, vehicle hoardings, banner, radio, T.V., Internet
	1d. Describe the salient features of the following merchandising services i. Current market information ii. Buyer clinics iii. Central merchandising iv. Group purchases v. Order placement and follow – up vi. Private label program vii. Sales promotion services viii. Colour brochures and mailers ix. Operations and research services (Market research, Information exchange) x. Personal Services xi. Recruitment Service, Overseas Services	1.4 Merchandising Services. i. Current market information ii. Buyer clinics iii. Central merchandising iv. Group purchases v. Order placement and follow – up vi. Private label program vii. Sales promotion services viii. Colour brochures and mailers ix. Operations and research services (Market research, Information exchange) x. Personal Services xi. Recruitment Service, Overseas Services
Unit-II Apparel Market Research Agencies	2a. Justify the need for apparel market research agencies 2b. Describe the salient features of: i. Trade associations and trade shows ii. Retail buyers groups iii. Fashion shows iv. Fashion bulletins v. Retail conventions	2.1 Market Research Agencies i. Trade associations and trade shows ii. Retail buyers groups iii. Fashion shows iv. Fashion bulletins v. Retail conventions

Unit	Major Learning Outcomes (In Cognitive Domain)	Topics and Sub –topics
Unit-III Export Process and Payment Procedures	3a. Describe the various components of the export process	3.1 Export process; Identifying the market (Desk Research), market approach–generating inquiries, SWOT analysis quotations and negotiation
	3b. Compare the features of various payment options and their procedure	3.2 Payment Options and procedures: Letter of Credit, Cash against document or D/P (document against payment), D/A (Document on acceptance), Advance Payment, Exchange Control Regulations
Unit – IV Documentation for Export	4a. Describe the various types of commercial and regulatory documentation for export process	4.1 Commercial Documents: Performa invoice, Commercial invoice, Packing list, Shipping instructions, Intimation for inspection, Certificate of inspection or quality control, Insurance declaration, Certificate of insurance, Shipping order, Mate’s Receipt, Bill of lading / combined transport document, Application for Certificate of Origin, Certificate of Origin, Bill of exchange, Advice of shipment, Letter of the bank for the collection / Negotiation of document
	4b. Differentiate between various types of regulatory documents	4.2 Regulatory Documents: i. Central Excise- Gate – pass one/ Gate pass two, AR- 4 / 44 Forms ii. Customs Authorities - Shipping Bill / Bill of Export iii. Port Trust- Export application / dock challan / port trust copy of shipping bill, Receipt for payment of port charges, Vehicle ticket iv. Reserve Bank of India- Reserve Control declaration /GRPP Forms, v. Freight payment certificate, Insurance premium payment certificate
	4c. Distinguish the following i. Inspection and Statutory requirement. ii. WTO and Bilateral Agreements 4d. Describe the meaning, Importance and factors determining the export price	4.3 Certifications: Inspection and Statutory requirement. 4.4 International trade agreements: WTO and Bilateral Agreements 4.5 Export Pricing

Unit	Major Learning Outcomes (In Cognitive Domain)	Topics and Sub –topics
Unit – V Export Policies	5a. State the implications of the government policies for export 5b. Apply judiciously the government incentives for export 5c. Describe the role of AEPC for boosting export. channelising exports and the channels of distribution	5.1 Government Policies for export: Sales Tax, Octroi - Claimant refund of octroi where already paid, 'N' Form procedure, Export promotion form procedure, Central Excise 5.2 Export Incentives: Duty drawback, International Price, Market development Assistance, Income tax, Advance license, Special Import license, 100 EOU / FTZEPZ, Export Promotion Capital goods Scheme 5.3 Role of AEPC in boosting export: Channelizing Exports, Channels of Distribution

6. SUGGESTED SPECIFICATION TABLE WITH HOURS & MARKS (THEORY)

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total
I	Merchandising and Merchandising Services	16	7	8	7	22
II	Apparel Market Research Agencies	6	4	4	0	08
III	Export Process and Payment Procedures	10	4	6	2	12
IV	Documentation for Export	12	4	6	4	14
V	Export Policies	12	5	5	4	14
	Total	56	24	29	17	70

Legends: R = Remember, U = Understand, A= Apply and above Level (Bloom's revised taxonomy)

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

7. SUGGESTED EXERCISES/PRACTICALS

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8. SUGGESTED STUDENT ACTIVITIES

- i. Select some good and bad examples of advertisement and identify their strengths and weaknesses and present in class.
- ii. Collect different export procedure forms.
- iii. Collect recent government export policies.

9. SPECIAL INSTRUCTIONAL STRATEGIES (if any)

- i. Arrange visit to retail outlets.
- ii. Show videos / films related to advertisement and other subject related topics.

- iii. Arrange expert lectures on export procedure and government policies.
- iv. Ask students to design brochure for their newly opened boutique for distribution in neighbourhood or design advertisement for new range of garments for publishing in local news paper.

10. SUGGESTED LEARNING RESOURCES

A) Books

S. No.	Title of Book	Author	Publication
1.	Fashion from Concept to Consumer	Frings Gini Stephens	PHI Learning, New Delhi latest edition
2.	Fashion and Retail Merchandising	Stone Elaine Samples J.A.	McGraw-Hill, New Delhi, latest edition
3.	Inside the Fashion Business	Dickerson Kitty G.	PHI Learning, latest edition New Delhi
4.	Inside the Fashion Business	Jarnow & Jeanette	Macmillan , New Delhi, latest edition
5.	Fashion Merchandising	Stone Elaine	McGraw-Hill, New Delhi, latest edition
6.	Garment Exports - Winning Strategies	Koshy Darlie O.	PHI Learning, New Delhi latest edition
7.	Export-Import Theory, Practices, and Procedures	Belay Seyoum	Routledge

B) Major Equipment/ Instrument with Broad Specifications -N.A-

C) Software/Learning Websites

- i. www.business
- ii. www.slideshare.net
- iii. www.agriexchange.apeda.gov.in
- iv. www.indianindustry.com
- v. www.eouindia.gov.in
- vi. www.exim-policy.com
- vii. www.deity.gov.in

11. COURSE CURRICULUM DEVELOPMENT COMMITTEE

Faculty Members from Polytechnics

- **Prof (Smt.) N.A.Atrey.**, I/C HOD, CACDDM, C.U.S.P, Surendranagar
- **Dr. J.R.Jhala**, I/C HOD, CACDDM, A.V.P.T., Rajkot
- **Prof (Ms) K.P.Shah**, I/C HOD, CACDDM, G.G.P., Ahmedabad
- **Dr. F.V.Kugahshiya**, Lecturer, CACDDM, G.G.P., Ahmedabad
- **Dr. R. O. Yadav**, Lecturer, CACDDM, C.U.S.P, Surendranagar.

Faculty Members from NIFT Gandhinagar

- **Prof. Pavan Godiawala**, Director and Project Coordinator
- **Prof (Ms.) Nupur Chopra**, Assistant Professor, Fashion Technology

Coordinator and Faculty Members from NITTTR Bhopal

- **Dr. Joshua Earnest**, Professor, Department of Electrical and Electronics Engineering
- **Dr. Shashikant Gupta**, Professor and Coordinator for state of Gujarat