



पंडित दीनदयाल उपाध्याय शेखावाटी
विश्वविद्यालय सीकर

SYLLABUS

B.A. PART-III

EXAMINATION-2023-24

15. GARMENT PRODUCTION & EXPORT MANAGEMENT

B.A. Part III –

PAPER – 1 : APPAREL TECHNOLOGY

B.A./B.Com. – M.M 40

B.Sc.- M.M. 50

Hrs. – 3

OBJECTIVES:

1. To create awareness on the basics of Fashion
2. To study the psychological effects of clothing on the individual in social situation.
3. To develop understanding of manufacturing technology of the garment Industry.
4. To understand the fundamental concepts of dyeing and printing.

SECTION-A : INTRODCUTION TO FASHION

1. Fashion terminology, sources of fashion, factors influencing fashion.
2. Fashion forecasting and fashion cycle.
3. India and international fashion designers (five each).
4. Sociological and psychological significance of clothing.

SECTION-B : MANUFACTURING TECHNOLOGY

5. Product development, design development, developing a sample garment.
6. Apparel production
 - I. Costing a garment
 - II. Purchasing pattern making
 - III. Production scheduling
 - IV. Spreading and cutting procedure
 - V. Contracting
 - VI. Garment assembly
7. Introduction to industrial machines-
 - I. cutting : round , straight and band
 - II. fusing: collars, facing
 - III. sewing: chain stitch, lock stitch, button hole, blind stitching
8. Use of components and trims –
 - (i) Performance and properties of components and trims.
 - (ii) labels and motifs
 - (iii) linings and interlinings
 - (iv) face, braids, elastics
 - (v) fasteners; loops
 - (vi) seam binding and tapes
 - (vii) shoulder pads, eyelets

SECTION –C : DYEING AND PRINTING

Application of design:

7. i. Printing methods – block, screen, stencil, roller.
ii. Styles of printing – direct, discharge and resist.
8. Dyeing – introduction to natural and synthetic dyes (acid, basic, sulphur, vat, reactive and direct dyes)
9. Stages of dyeing : Fiber, yarn and fabric

References:

1. Rouse Blizabeth, 1999, Understanding Fashion, Blackwell science.
2. Carr Harold and John pomerory, 1996. Fashion design and product development. Blackwell science.
3. Jain Ruby and Rathore Girja, Design, Fashion and Garment Production, CBH publication Jaipur 2019.

PAPER- II : INTERNATIONAL MARKETING

B.A./ B.Com.- M.M. 40

B.Sc. – M.M. 50

Hrs. -3

OBJECTIVES:

1. To study the importance of marketing to the global economy
2. To develop insight into the development of marketing strategies for international markets
3. To Identify business opportunities in an international business environment

SECTION –A

1. International Marketing: nature and scope of international marketing.
2. International marketing v/s domestic marketing.
3. Importance of international marketing.
4. Problems and challenges of international marketing.
5. Selection of agents.

SECTION – B

6. Identification of markets for readymade garments.
7. Market entry conditions.
8. Channels of distribution.
9. Direct and indirect export
10. Trade fair and Exhibitions.

SECTION – C

11. Pricing, role of price and non price factors, factors influencing pricing, price quotation, information needed for export pricing.
12. Role of trading and export houses.

13. Institutional segments and packaging for exports: packing material, boxing and pressing department, machinery and equipments used in packaging department.
14. Quality control
15. Labeling and consumer protection meaning and its role.

References :

1. R. K. Kothari, B. S. Rathore, P. C. Jain (2009) International Marketing (2009) Ist ed. Ramesh Book Depot, Jaipur, New Delhi
2. R. Kothari and P. C Jain (2009) International Management 1st ed. Ramesh Book Depot, Jaipur, New Delhi
3. M. J. Methew International Marketing (Procedures and practices) 1st ed. RBSA publishers, Jaipur

PRACTICAL – 1 : APPAREL PRODUCTION

B.A/B.Com.-M.M.60

B.Sc.-M.M. 25

Hrs.- 4

OBJECTIVES :

1. To develop basic adult drafts of bodice, sleeve and collar.
2. To develop various patterns of textile techniques
3. Guidance for preparation of portfolio

CONTENT

1. Prepare an adult's bodice and sleeve block.
2. Sketching and designing of men/women garments (5 each)
3. To prepare with specific details of necklines and sari blouses. (20)
4. To identify patterns and its application for women designer dress on fashion figures:
5. Types of patterns include –
 - I. Structural
 - II. Geometrical
 - III. Stripes and plaids
 - IV. Floral
6. Design and prepare an adult dress for fashion shows.

Examination Scheme:

B.A.\B.Com. -Max Marks:-60

1.Major Problems :-30

2.Minor Problems:-20

Internal :-10

B.Sc:-Max Marks:-25

1.Major Problems :-10

2.Minor Problems:-10

Internal :-5

PRACTICAL – II : DYEING AND PRINTING

B.A/B.Com.-M.M. 60

B.Sc.- M.M. 25

Hrs.- 4

OBJECTIVES:

1. To learn the various types of skills in dyeing
2. To develop various textile printing techniques
3. Guidance of practical knowledge of export houses

Contents

1. Prepare and article of each: Tie and dye, stencil printing, block printing and batik
2. Field trips to Export houses and mass production centers.
3. Exhibition ;

References:

1. Bhargava, Ritu, 2005, fashion illustration and rendering, Jain Publications Pvt. Ltd. New Delhi.
2. Ireland, fashion designing drawing and presentation.
3. Prayag: Technology of textile printing.
4. Shenai: Technology of dyeing

Examination Scheme :

B.A.\B.COM:-Max Marks:-60

1.Major Problems :-30

2.Minor Problems:-20

Internal :-10

B.SC:-Max Marks:-25

1.Major Problems :-10

2.Minor Problems:-10

Internal :-5