

GUJARAT TECHNOLOGICAL UNIVERSITY (GTU)**Competency-focused Outcome-based Green Curriculum-2021 (COGC-2021)**

Semester - VI

Course Title: **Apparel Merchandising**

(Course Code: 4365101)

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

1. RATIONALE

This program will enable diploma graduates to handle apparel merchandising and export operations with more knowledge and technical expertise. This course provides knowledge and practice to promote a product or brand through the use of advertising, promotions strategies and other marketing techniques. Students can also develop the skills to undertake retail marketing, export business and merchandising of apparels. This course is equally important for wage employment as well as self-employment. They will identify market, and promote apparel-related product and prepare necessary documents for exports of garments.

2. COMPETENCY

The course content should be taught and implemented with the aim to develop different types of skills leading to the achievement of the following competency:

- Facilitate newbie's to get in depth knowledge about merchandising activities and to understand export documentation.

3. COURSE OUTCOMES (COs)

The practical exercises, the underpinning knowledge and the relevant soft skills associated with the identified competency are to be developed in the student for the achievement of the following COs:

- Select the relevant type of retail garment merchandisers, advertisement media and merchandising services.
- Select new products based on information received from market research agencies.
- Manage export process and payment procedures.
- Prepare requisite documentations for export process.
- Identify suitable markets interpreting the information of export policies of India and the import policies of other countries.

4. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P/2)	Examination Scheme				Total Marks
L	T	P		Theory Marks		Practical Marks		
			C	CA	ESE	CA	ESE	
4	0	2	5	30	70	25*	25	150

(*): Out of 30 marks under the theory CA, 10 marks are for assessment of the micro-project to facilitate integration of COs and the remaining 20 marks is the average of 2 tests to be taken during the semester for the assessing the attainment of the cognitive domain UOs required for the attainment of the COs.

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

5. SUGGESTED PRACTICAL EXERCISES

The following practical outcomes (PrOs) are the sub-components of the COs. They are crucial for that particular CO at the 'Precision Level' of Dave's Taxonomy related to 'Psychomotor Domain'.

Sr. No.	Practical Outcomes (PrOs)	Unit No.	Approx. Hrs. required
1	Prepare a sheet showing area of work (Children wear/ ladies wear/ gents wear) along with boutiques name. (While keeping this concept or area of your work in your mind you have to design all the following practicals for Apparel merchandising. It can be manual or computerized)	I	02
2	Prepare a logo for your own enterprise.	I	02
3	Prepare a visiting card.	I	02
4	Prepare labels of different types and for different purpose.	I	02
5	Prepare any one Package	I	02
6	Prepare advertisement. 6.1 Prepare any one Newspaper advertisement (Full page, Half page, 1/4th page, 1/6th page, 1/8th page) 6.2 Prepare any one Magazines advertisement (Full page, Half page, 1/4th page, 1/6th page, 1/8th page, cover page) 6.3 Prepare a leaf-let. 6.4 Prepare a brochure or catalogue. 6.5 Prepare a chart or poster. 6.6 Prepare road –hoarding or vehicle hoarding.	I	18
Minimum Practical Hours			28

Note

- i. More **Practical Exercises** can be designed and offered by the respective course teacher to develop the industry relevant skills/outcomes to match the COs. The above table is only a suggestive list.
- ii. The following are some **sample** 'Process' and 'Product' related skills (more may be added/deleted depending on the course) that occur in the above listed **Practical Exercises** of this course required which are embedded in the COs and ultimately the competency.

Sr. No.	Sample Performance Indicators for the PrOs	Weightage in %
1	Prepare a plan after analysis of given task	20
2	Create the design as per laid down procedure	50
3	Finishing of the final design	20
4	Presentation of the design	10
Total		100

6. MAJOR EQUIPMENT/ INSTRUMENTS REQUIRED

This major equipment with broad specifications for the PrOs is a guide to procure them by the administrators to usher in uniformity of practicals in all institutions across the state.

Sr. No.	Equipment Name with Broad Specifications	PrO.No.
	Not Applicable	

7. AFFECTIVE DOMAIN OUTCOMES

The following **sample** Affective Domain Outcomes (ADOs) are embedded in many of the above mentioned COs and PrOs. More could be added to fulfil the development of this course competency.

- a) Work as a leader/a team member.
- b) Follow ethical practices.
- c) Practice environmental friendly methods and processes.

The ADOs are best developed through the laboratory/field based exercises. Moreover, the level of achievement of the ADOs according to Krathwohl's 'Affective Domain Taxonomy' should gradually increase as planned below:

- i. 'Valuing Level' in 1st year
- ii. 'Organization Level' in 2nd year.
- iii. 'Characterization Level' in 3rd year.

8. UNDERPINNING THEORY

The major underpinning theory is given below based on the higher level UOs of Revised Bloom's taxonomy that are formulated for development of the COs and competency. If required, more such UOs could be included by the course teacher to focus on attainment of COs and competency.

Unit	Unit Outcomes (UOs) (4 to 6 UOs at different levels)	Topics and Sub-topics
Unit –I Merchandising and Merchandising Services	1a. Explain types of retail merchandise 1b. Explain importance of advertisement 1c. Justify the need and features for different types of advertisement 1d. Describe the salient features of the various merchandising services	1.1 Types of retail merchandise 1.1.1 Peddlers 1.1.2 General merchandise stores 1.1.3 Chain departmental stores (through franchise process) 1.1.4 Mail order sellers 1.1.5 Boutiques 1.2 Importance of advertisement in apparel industry. 1.3 Types of advertisement – 1.3.1 Newspaper 1.3.2 Magazines 1.3.3 Leaf-let 1.3.4 Brochures 1.3.5 Catalogues 1.3.6 Folders

		<ul style="list-style-type: none"> 1.3.7 Charts 1.3.8 Posters 1.3.9 Diary 1.3.10 Calendars 1.3.11 Road hoardings 1.3.12 Vehicle hoardings 1.3.13 Banner 1.3.14 Radio 1.3.15 T.V. 1.3.16 Internet <p>1.4 Merchandising Services.</p> <ul style="list-style-type: none"> 1.4.1 Current market information 1.4.2 Buyer clinics 1.4.3 Central merchandising 1.4.4 Group purchases 1.4.5 Order placement and follow-up 1.4.6 Private label program 1.4.7 Sales promotion services 1.4.8 Colour brochures and mailers 1.4.9 Operations and research services (Market research, Information exchange) 1.4.10 Personal Services 1.4.11 Recruitment Services 1.4.12 Overseas Services
Unit-II Apparel Market Research Agencies	<p>2a. Justify the need for apparel market research agencies</p> <p>2b. Describe the salient features of Trade associations and trade shows, Retail buyer's groups, Fashion shows, Fashion bulletins, Retail conventions</p>	<p>2.1 Market Research Agencies</p> <ul style="list-style-type: none"> 2.1.1 Trade associations and trade shows 2.1.2 Retail buyers' groups 2.1.3 Fashion shows 2.1.4 Fashion bulletins 2.1.5 Retail conventions
Unit-III Export Process and Payment Procedures	<p>3a. Describe various components of the export process</p> <p>3b. Compare the features of various payment options and their procedure</p>	<p>3.1 Export process</p> <ul style="list-style-type: none"> 3.1.1 Identifying the market (Desk Research) 3.1.2 Market approach– generating inquiries 3.1.3 SWOT analysis quotations and negotiation <p>3.2 Payment Options and procedures</p> <ul style="list-style-type: none"> 3.2.1 Letter of Credit 3.2.2 Cash against document or D/P (document against payment) 3.2.3 D/A (Document on acceptance)

		3.2.4 Advance Payment 3.2.5 Exchange Control Regulations
Unit – IV Documentation for Export	4a. Describe various types of commercial and regulatory documentation for export process 4b. Differentiate between various types of regulatory documents 4c. Distinguish Inspection and Statutory requirement. 4d. Distinguish WTO and Bilateral Agreements 4e. Describe the meaning, Importance and factors determining the export price	4.1 Commercial Documents 4.1.1 Performa invoice 4.1.2 Commercial invoice 4.1.3 Packing list 4.1.4 Shipping instructions 4.1.5 Intimation for inspection 4.1.6 Certificate of inspection or quality control 4.1.7 Insurance declaration 4.1.8 Certificate of insurance 4.1.9 Shipping order 4.1.10 Mate's Receipt 4.1.11 Bill of lading / combined transport document 4.1.12 Application for Certificate of Origin 4.1.13 Certificate of Origin 4.1.14 Bill of exchange 4.1.15 Advice of shipment 4.1.16 Letter of the bank for the collection / Negotiation of document 4.2 Regulatory Documents 4.2.1 Central Excise- Gate – pass one/ Gate pass two, AR- 4 / 44 Forms 4.2.2 Customs Authorities - Shipping Bill / Bill of Export 4.2.3 Port Trust- Export application / dock challan / port trust copy of shipping bill, Receipt for payment of port charges, Vehicle ticket 4.2.4 Reserve Bank of India- Reserve Control declaration /GRPP Forms, 4.2.5 Freight payment certificate, Insurance premium payment certificate 4.3 Certifications: Inspection and Statutory requirement. 4.4 International trade agreements: WTO and Bilateral Agreements 4.5 Export Pricing
Unit – V	5a. State the implications of the government policies	5.1 Government Policies for export 5.1.1 Goods and service tax (GST)

Export Policies	for export 5b. Apply judiciously the government incentives for export 5c. Describe the role of AEPC for boosting export. channelizing exports and the channels of distribution	5.1.2 'N' Form procedure 5.1.3 Export promotion form procedure 5.1.4 Central Excise 5.2 Export Incentives 5.2.1 Duty drawback, Duty free import authorization, International Price 5.2.2 Market development Assistance, Income tax 5.2.3 Advance license, Special Import license 5.2.4 100 EOU / FTZEPZ 5.2.5 Export Promotion Capital goods Scheme 5.2.6 GST refund for exporters, etc. 5.3 Role of AEPC in boosting export 5.3.1 Channelizing Exports 5.3.2 Channels of Distribution
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9. SUGGESTED SPECIFICATION TABLE FOR QUESTION PAPER DESIGN

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total Marks
I	Merchandising and Merchandising Services	16	7	8	7	22
II	Apparel Market Research Agencies	06	2	4	2	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	22	29	19	70

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

10. SUGGESTED STUDENT ACTIVITIES

Other than the classroom and laboratory learning, following are the suggested student-related **co-curricular** activities which can be undertaken to accelerate the attainment of the various outcomes in this course. Students should perform following activities in group and prepare reports of about 5 pages for each activity. They should also collect/record physical evidences for their (student's) portfolio which may be useful for their placement interviews:

- a) Course/topic-based seminars
- b) Internet based assignments
- c) Teacher guided self-learning activities
- d) Course/library/internet/lab based mini-projects etc.

11. SUGGESTED SPECIAL INSTRUCTIONAL STRATEGIES (if any)

These are sample strategies, which the teacher can use to accelerate the attainment of the various outcomes in this course:

- a) Massive open online courses (**MOOCs**) may be used to teach various topics/sub topics.
- b) Guide student(s) in undertaking micro-projects.
- c) **'L' in section No. 4** means different types of teaching methods that are to be employed by teachers to develop the outcomes.
- d) About **20% of the topics/sub-topics** which are relatively simpler or descriptive in nature is to be given to the students for **self-learning**, but to be assessed using different assessment methods.
- e) With respect to **section No.10**, teachers need to ensure to create opportunities and provisions for **co-curricular activities**.
- f) Guide students on how to address issues on environment and sustainability.
- g) Arrange visit to retail outlets/market. Identify various types of stores in the market.
- h) Show videos / films related to advertisement and other course related topics.
- i) Arrange expert lectures on export procedure and government policies.
- j) Arrange visit to any export house and make a report.

12. SUGGESTED MICRO-PROJECTS

Only one micro-project is planned to be undertaken by a student that needs to be assigned to him/her in the beginning of the semester. In the first four semesters, the micro-project are group-based (group of 3 to 5). However, **in the fifth and sixth semesters**, the number of students in the group should **not exceed three**.

The micro-project could be industry application based, internet-based, workshop-based, laboratory-based or field-based. Each micro-project should encompass two or more COs which are in fact, an integration of PrOs, UOs and ADOs. Each student will have to maintain dated work diary consisting of individual contribution in the project work and give a seminar presentation of it before submission. The duration of the micro project should be about **14-16 (fourteen to sixteen) student engagement hours** during the course. The students ought to submit micro-project by the end of the semester to develop the industry-oriented COs.

A suggestive list of micro-projects is given here. This has to match the competency and the COs. Similar micro-projects could be added by the concerned course teacher:

- a) **Analysis of advertisement:** Select some advertisement and identify their strengths and weaknesses and present it in class.
- b) **Export Procedure and policies:** Collect different export procedure forms and latest government export policies and discuss in class.
- c) **Advertisement:** Design advertisement for new range of garments for publishing in local newspaper as well as magazine.
- d) **Make presentation on fashion shows and trade shows-** Make presentation on fashion shows and trade shows of world.
- e) **EXIM policies-** Collect recent export import policies.
- f) **Types of merchandising-** Make a PowerPoint presentation on types of merchandising.
- g) **Effect of online purchase-** Make a detailed report of online purchase on retailers.

13. SUGGESTED LEARNING RESOURCES

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Fashion from Concept to Consumer	Gini Stephens Frings	Pearson: 9 th edition ISBN:13-978-0131590335
2	Fashion and Retail Merchandising	Stone Elaine, Samples J.A.	McGraw-Hill, New Delhi, latest edition
3	Inside the Fashion Business	Kitty G. Dickerson	Pearson: 7 th edition ISBN:13-978-0130108555
4	Inside the Fashion Business	Jeannette A. Jarnow Kitty G. Dickerson	Pearson: 7 th edition ISBN:13-978-0132381482
5	Fashion Merchandising	Elaine Stone & Beatrice Judelle	Gregg Division, McGraw-Hill ISBN:13-0070617421
6	Garment Exports - Winning Strategies	Darlie O Koshy	Prentice Hall of India Pvt. Ltd. ISBN: 9788120312159
7	Export-Import Theory, Practices, and Procedures	Belay Seyoum	Routledge ISBN-13: 978-0415818384

14. SOFTWARE/LEARNING WEBSITES

- <https://ncert.nic.in/textbook/pdf/lehe202.pdf>
- <https://www.textiletoday.com.bd/introduction-to-fashion-merchandising/>
- <https://www.indeed.com/career-advice/career-development/types-of-advertising>
- www.exim-policy.com
- <https://in.indeed.com/career-advice/career-development/importance-of-advertising>
- <https://apparelmerchandisinglearner.blogspot.com/2020/11/documents-required-for-garment-export.html>
- https://www.academia.edu/6916512/DOCUMENTATION_PROCEDURE_OF_GARMENT_EXPORT_HOUSE
- <https://sell.amazon.in/grow-your-business/amazon-global-selling/blogs/export-incentives-scheme-india>
- <https://www.aepcindia.com/about-aepc>
- <https://www.google.com/search?q=market+research+agencies&oq=market&aqs=chrome.1.69i59l3j69i57j0i67i650j0i67i433i650l2j69i60.4638j0j7&sourceid=chrome&ie=UTF-8>
- <https://www.google.com/search?q=fashion+show+and+exhibition&oq=fash&aqs=chrome.0.69i59j0i67i433i650j69i57j35i39i650j0i67i650l2j69i60l2.6999j0j7&sourceid=chrome&ie=UTF-8>
- <https://www.google.com/search?q=Trade+associations+and+trade+shows&oq=Trade+associations+and+trade+shows&aqs=chrome..69i57.6752j0j7&sourceid=chrome&ie=UTF-8>

15. PO-COMPETENCY-CO MAPPING

Semester II	Design Concept and Design Effect (Course Code: 4365101)						
	POs						
Competency & Course Outcomes	PO 1 Basic & Discipline specific knowledge	PO 2 Problem Analysis	PO 3 Design/ development of solutions	PO 4 Engineering Tools, Experimentation & Testing	PO 5 Engineering practices for society, sustainability & environment	PO 6 Project Management	PO 7 Life-long learning
Competency	Facilitate newbie's to get in depth knowledge about merchandising activities and to understand export documentation.						
Course Outcomes	3	2	2	2	2	2	2
CO a) Select the relevant type of retail garment merchandisers, advertisement media and merchandising services.	3	2	2	2	2	2	2
CO b) Select new products based on information received from market research agencies.	3	2	2	2	2	2	2
CO c) Manage export process and payment procedures.	3	2	2	2	2	2	2
CO d) Prepare requisite documentations for export process.	3	2	2	2	2	2	2
CO e) Identify suitable markets interpreting the information of export policies of India and the import policies of other countries.	3	2	2	2	2	2	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

16. COURSE CURRICULUM DEVELOPMENT COMMITTEE**GTU Resource Persons**

Sr. No.	Name and Designation	Institute	Contact No.	Email
1	Dr. F. V. Kugashiya HOD in CACD&DM	GGP Ahmedabad	9825697874	farjanakugashiya@gmail.com
2	Smt. S. H. Bhatt Lecturer in CACD&DM	GGP Ahmedabad	9898068580	shbhatt99@gmail.com
3	Dr. K. P. Shah I/C HOD in CACD&DM	CUSP, Surendranagar	9924490339	kanchanashah@yahoo.co.in
4	Dr. P. J. Virani Lecturer in CACD&DM	Sir B.P.T.I. Bhavnagar	9712653262	punita.virani@gmail.com