PERIYAR UNIVERSITY
SALEM -11

PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

REGULATIONS AND SYLLABUS

(MASTER OF BUSINESS ADMINISTRATION)
TEXTILE MANAGEMENT

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)
REGULATIONS

1. **ELIGIBILITY FOR ADMISSION:**

   Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass the Bachelor's Degree of any discipline in any Recognized University.

2. **DURATION OF THE COURSE:**

   The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time”.

3. **SUBJECTS OF STUDY:**

   The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining 1 will be electives / project.

   The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.

   All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. **SCHEME OF EXAMINATION:**

   In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.

   The distribution of examination shall be as follows:

**FIRST YEAR:**

1.1 Principles of Management
1.2 Managerial Communication
1.3 Accounting for Managers
1.4 Introduction to Textile Industry
1.5 Yarn and Fabric Manufacturing
1.6 Production Planning control and Maintenance
1.7 Human Resource Management
1.8 Textile Marketing
Second Year

1.9 Strategic Management
1.10 Modern Development in Textile Industry
1.11 Textile Testing and Quality control
1.12 Wet Processing and Garment Manufacturing Technology
1.13 Global Textile Trade and Sourcing
1.14 Apparel and Garment Merchandising
1.15 Export Management

1.16 Project work related to Textile Management/ Elective paper: Entrepreneurship

1. The Project Guide should possess MBA / M.Phil degree with two year of Teaching Experience in the concern syllabus and approval must be obtained from the Director PRIDE

2. The copy of the approval must be enclosed at the time of submission of the projects Report.

3. Other conditions will apply as per PRIDE rules and regulations
Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.  
Total Marks: 75

PART-A (5 x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I  or  (b) Question from Unit-I  
2. (a) Question from Unit-II  or  (b) Question from Unit-II  
3. (a) Question from Unit-III  or  (b) Question from Unit-III  
4. (a) Question from Unit-IV  or  (b) Question from Unit-IV  
5. (a) Question from Unit-V  or  (b) Question from Unit-V  

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to exceed four pages

6. (a) Question from Unit-I  or  (b) Question from Unit-I  
7. (a) Question from Unit-II  or  (b) Question from Unit-II  
8. (a) Question from Unit-III  or  (b) Question from Unit-III  
9. (a) Question from Unit-IV  or  (b) Question from Unit-IV  
10. (a) Question from Unit-V  or  (b) Question from Unit-V1.1
1.1. **PRINCIPLES OF MANAGEMENT**

**UNIT-I - Introduction**
Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Levels of Management and Administration.

**UNIT-II - Planning**

**UNIT-III - Organizing**
Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization - Authority and Responsibility - Span of control - MBO and MBE - Staffing process.

**UNIT-IV - Directing**

**UNIT-V - Co-ordination and Control**

**Reference Books:**
1.2 MANAGERIAL COMMUNICATION

UNIT-I
Role of Communication in Business - Main forms of Communication in Business - Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II
Active listening - Anatomy of poor listening - Contributors to poor listening - Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III
Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness. Procedure for reduce wastage, call a meeting - Conducting meetings - Minutes.

UNIT-IV
Business letters - Format and layout - E-mail - Presenting mail - Commonsense and Etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

UNIT-V

Reference Books:
1.3. ACCOUNTING FOR MANAGERS

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V
Marginal Costing and Profit planning - Cost Volume Profit Analysis - Break even analysis.

Reference Books:

4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
1.4 INTRODUCTION TO TEXTILE INDUSTRY

UNIT- I

Overview of the textiles industry- Overview of global and Indian textile industry -Nature, size, structure and trade of various sectors of the industry - Evolution and Growth - Employment prospects-supporting institutions and organizations-Trade promotion services (AEPC, CMAI, PEXCIL, etc)- Handloom and Handicrafts Development Corporation, Silk Board, KVIC, CCIC, NIFT, IIT, NID -Textile research associations- Textile Committee, etc.

UNIT- II

Major segments of the Textile industry-Organized textile sector- Decentralized sector- Handloom and powerloom sector- Cotton and man-made filament yarn industry-Woolen textile industry-Sericulture-Other fibers.

UNIT- III

Apparel industry in India-Overview of global and Indian apparel industry-History and its development in recent years- Size and nature of the industry- Regional features and structure of the industry-Small and medium scale enterprises- design studios, organized sector.

UNIT- IV

Fashion Industry-Fashion overview- Fashion trade-Nature and sectoral overview of the fashion industry- Fashion retailing -retail stores, Department stores, boutiques, chain stores, discount stores, factory outlets, e-tailing etc- Role of professionals in the fashion industry.

UNIT- V

Trade in Apparel and Textiles-Opportunities and Challenges- Export and Import- Indian apparel export and important product category- Domestic market and domestic brands-Export Promotion Councils of India.

REFERENCE BOOKS

1. Compendium of Textiles Statistics, Textile Commissioner, Govt. of India.
1.5 YARN AND FABRIC MANUFACTURING

Unit I


Unit II


Unit III


Unit IV


Unit V


Reference Books:
2. Spun Yarn Technology – Carl A. Lawrence
4. Pocket Spinning Export – Textile Info Society
5. Textile Spinning, Weaving And Designing – Madhavan
7. Knitting Technology – David Spence
8. Textile Design And Color – Watson
1.6 PRODUCTION PLANNING CONTROL AND MAINTENANCE

Unit I

Unit II

Unit III

Unit IV
Inventory – Classification Based on Selective Inventory Control – Fixed Order Quantity System and Fixed Time Period System. Economic Order Quantity. Maintenance – Objectives – Types – Preventive, Productive, BreakDown, Tpm (Total)

Unit V
1.7 HUMAN RESOURCE MANAGEMENT

UNIT-I

UNIT-II
The Concept of best-fit employee: Importance of Planning -Forecasting - Internal and external sources. Selection process screening.

UNIT-III
Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

UNIT-IV
Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Reference Books:
1.8 TEXTILE MARKETING

Unit I
Apparel Marketing: Definition, Function of Marketing, Marketing concept, Marketing system, Marketing environment, Marketing tasks, Marketing mix.

Unit II

Unit III

Unit IV
Methods of setting price: Channels of distribution- Factors affecting the choice of distribution channels-Middle men- Wholesalers- Retailers- Retailing institutions.

Unit V

REFERENCES BOOKS:
2.1 STRATEGIC MANAGEMENT

Unit – I

Unit-II

Unit-III

Unit-IV

Unit- V
Strategic issues in Global business and e-commerce – Managing technology and innovation – specified types of organization adoption and change.

Reference Books:
3. Business Policy – Azhar Kazmi – Tate Mcgraw HILL.
2.2 MODERN DEVELOPMENT IN TEXTILE INDUSTRY

UNIT I
Origin, Growth and Development of Indian Textile Industry Cotton, Wool, Silk, Rayon, Man-Made Textiles, Readymade garments - Emerging Trends

UNIT II
Five year plans for the textile Industry - Recent plan and previous 5 Five year plans - Organizations related to the Textile and clothing Industry- Concept of GATT, MFA, WTO, AIC, Globalization

UNIT III
Technological developments in Textile Industry, Significance and uses. Technological developments in Textile Industry, significance and uses

UNIT - IV

UNIT V
Technological developments in Textile Industry, significance and uses - Technological developments in Textile Industry, significance and uses

REFERENCES:
3. Fabric Care, Normia D'Souza, New Age International Pvt Ltd, New Delhi Journals:
4. Indian Textile Journal - Business Press P. Ltd, Maker Tower B- 18 floor, Cuffparade, Mumbai - 400 009
2.3 TEXTILE TESTING AND QUALITY CONTROL

UNIT I
100 % Inspection & Sampling. A Sampling Techniques: Definition – Random And Biased Techniques For Fibre, 100 % Inspection & Sampling Yarns And Fabrics. Standard Rh And Temperature For Testing And Mechanical Processing.

Unit II

UNIT III

UNIT IV

UNIT V

Reference Books
2. BSIBSI Hand Book – British Standard Institution, Manchester.
3. BSIBSI Hand Book – Bureau Of Indian Standards, Delhi.
5. Grover E.G And Hamby D.S Hand Book Of Textile Testing And Quality Control
2.4 WET PROCESSING AND GARMENT MANUFACTURING TECHNOLOGY

**Unit – I**

**Unit – II**
Dyeing Classification of dyes and Stages of dyeing, Characteristics of dyes, Direct, Vat, Sulphur, reactive, naphthol, acid, Basic and Disperse Dyes - Method of dyeing Cotton, Silk, Wool and Synthetics with respective dyes, Dyeing of fibre blends. Definition types, Direct styleblock stencil, screen, roller printing, Duplex printing, Rotary, Transfer printing, Discharge style Resist style, Batik, tie and dye, Minor printing methods- Flocking, Marbling, Photoprinting, Warp printing and Air brush printing

**Unit-III**

**Unit IV**
Basic sewing machines and associated work aids, simple automation . The use of components & trims – Labels and motifs, lining, Interlining, wadding, lace, braids & elastics, Hooks and loop fastening, Seam binding and tape, Shoulder pad, Eyelets & laces, Zip fastener, Buttons, Tack buttons, Snap fasteners and Rivets, Performance properties of components and trims.

**Unit V**
Pressing: the purpose of pressing, categories of pressing, means of pressing, pressing equipments and methods, pleating, permanent press. Pressing practices in Indian Industries

**References**
2.5 GLOBAL TEXTILE TRADE AND SOURCING

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V


REFERENCES BOOKS:

2. Mike Casey, Fashion Marketing, Blackwell Science UK 1995
5. Oleon Peter, Consumer behaviors and marketing strategy, McGraw
6. Leslie Devis Burns & Nancy O Bryants, Business of Fashion, Oregon Jeannette Jarnow,
7. Dickerson, Inside the Fashion Business, Prentice hall, USA,
2.6 APPAREL AND GARMENT MERCHANDISING

Unit I

Unit II

Unit III

Unit IV

Unit V

Reference Books:
2.7 EXPORT MANAGEMENT

Unit – I


Unit – II


Unit – III


Unit – IV


Unit – V


Reference Books

1. Export Marketing – B.S.Rathor
2.8 ENTREPRENEURSHIP

Unit – I

Unit – II

Unit – III

Unit – IV

Unit V

Reference Books
1. Entrepreneurship Development – E.Gordeon, K.Natarajan
2. Entrepreneurial Development, S.S.Khanka, S.Chand & Co.,
3. Entrepreneurship New Venture Creation, David H.Holt Prentice Hall of India, New Delhi
4. Entrepreneurship 5\textsuperscript{th} Editions, Robert D.Hisrich, Michale, P.Peters, Tata MCGRAW-Hill, New Delhi
5. Entrepreneurship Development in India, Gupta, Srinivasan, Sutan Chand & Sons, New Delhi