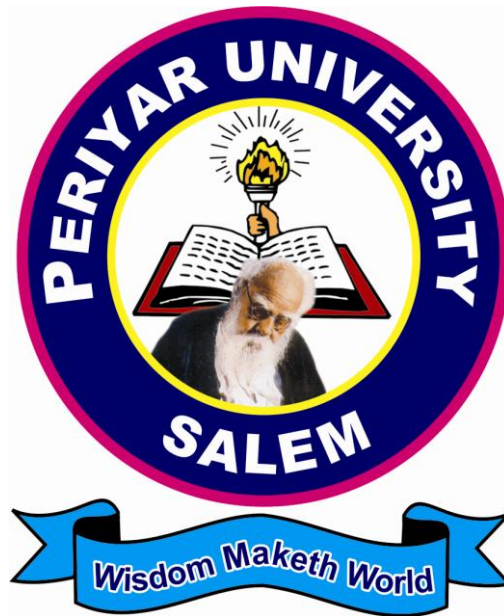


**PERIYAR UNIVERSITY
SALEM -11**



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 (5x 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 be 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-1- Introduction

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

UNIT-II - Planning

Planning - Nature, Process, Types, Steps - Process -Objectives - Policy making - importance - Types, formulation and administration -Decision making Process.

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

Meaning and nature - Leadership styles - Theories of Motivation - Importance of Financial and Non-Financial incentives - Communication – Types, Process, Barriers to effective Communication.

UNIT-V - Co-ordination and Control

Co-ordination and Control - Meaning - Need – Principles of effective Co-ordination – Problems controlling - Importance of Control by Process of controlling.

Reference Books:

1. L.M. Prasad, Principles of Management, Sultan Chan & sons.
2. C.B, Gupta, Business organization and Management, Sultan Chand & sons.
3. P.C. Tripathi and P.N.Reddy, Principles of Management, TataMcGraw-Hill Publishing co., Ltd., New Delhi.
4. Dingar Pagare, Business Management, Sultan Chand & sons.
5. J. Jayashanlcar, Principles of Management, Margnam Publications. Lewis A. Atten, Management and Organisation McGraw-Hill Publications.

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

Recruitment Correspondence - Application Letter - Curriculum Vitae / Resume -Invitation' to interview - Offer of employment - Letter of acceptance -letter of resignation -Recommendation letter.

Reference Books:

1. Matthukutty M Monippally, Business Communication Strategies, Tata McGraw-Hill. Chaturvedi P.D. et al, Business Communication; Concepts, Cases, & Applications, Pearson Education.
2. Shirley Taylor, Communication for Business, Pearson Education. Lesiicar and Flatley, Basic Business Communication, Tata McGraw-Hill.
3. Courtan L. Bovee et al., Business Communication Today, Pearson Education. Rajendra Paui et al., Business Communication, Sultan Chand & Sons.

1.3. ACCOUNTING FOR MANAGERS

UNIT-1

Introduction to Financial Accounting - Meaning, Scope, Principles, Concepts and Conventions - Preparation of Financial statements, Trial Balance - Trading Account - Profit and Loss Account - Balance sheet.

UNIT-II

Financial Statement: Analysis and Interpretation - Meaning and Types of Financial Statements
Types of Financial Analysis - Steps involved in Financial Statement Analysis Techniques of Financial Analysis - Limitations of Financial Analysis.

UNIT-III

Ratio analysis - Meaning - Classification - Advantages of Ratio Analysis – Fund Flow Analysis - Cash Flow Analysis.

UNIT-IV

Budgeting Control - Meaning of Budget - Classification of Budgets – Performance Budgeting - Zero based budgeting - Standard Costing - Determination of Standard cost - Variance Analysis - Cost and sales Variances - Control of Variance.

UNIT-V

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

Reference Books:

1. R.S.N. Pillai & Bagavathi - Management Accounting S.Chand & Co.Ltd., New Delhi (2002)
2. R. Narayanaswamy - Financial Accounting - A managerial perspective Prentice Hall India Pvt, Ltd., New Delhi.
3. Bhattacharya S.K.John Dearden Accounting for Management text and cases – Vikas publishing house, New Delhi, 2000.
4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
5. P.C. Tulsiar - Financial Accounting - Tata McGraw Hill, Publishing Company, New Delhi.
6. Dr. VR. Palanivelu University Sconce press New Delhi (2013).

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.
2. Dickerson, K., Textile and Apparel in the Global Economy, Prentice Hall, Englewood Cliffs, NJ, 1995.
3. Han, H. and the Staff of Vault, Vault Career Guide to the Fashion Industry: Step into a fashionable career with insider advice, 2nd Edition, Vault Inc., USA, 2003.
4. Jarnow, J. A., Guerreiro, M. & Judelle, B., Inside the Fashion Business, John Wiley, USA, 1981.

1.5 YARN AND FABRIC MANUFACTURING

Unit I

Textile Fibres : Classification –General Properties-Identification Influence Of Fibre Properties On Yarn Quality .Yarn: Classification Of Yarn –Stable Spinning System –Types –Carded And Combed Yarning Winding Warning – Blending.

Unit II

Ginning & Blow Room: Objects of Ginning – Types of Ginning – Working Principles Of Knife Roller Gin –Trash Present In Cotton. Objects Blow Room-Objects of Mixing and Blending – Definition of Opening and Cleaning – Working Principles of Modern Blow Room.

Unit III

Carding .Draw Frame &Comber: Object Of Carding – Nep Removal – Working Principles of HP Carding: Objects Of Draw Frame –Working Principles Of Draw Frame. Objects of Comber – Working Principles of Comber.

Unit IV

Simple, Ring Frame, O,C &Cone Winding : Objects Of Simple –Working Principles Of Simple . Objects Of Ring Frame – Latest Drafting System In Ring Frame – Working Principles Of Ring Frame. Objects Of O.E –Working Principles Of O.E : Objects Of Cone Winding – Working Principles Of Cone Winding.

Unit V

Weaving and knitting: Weaving process Looms and steps in weaving Process; Knitting Process Types of Process-Types of Knitting Working Principles. Non –Woven Fabrics: Manufacturing Process –Properties of NonWovens –Use and Catre of Non – Woven's.

Reference Books:

1. Mishra S.PA Text Book Of Fibre Science And Technology.
2. Spun Yarn Technology – Carl A. Lawrence
3. Spun Yarn Technology Vol I ,II And III –Venkata Subramaniam.
4. Pocket Spinning Export –Textile Info Society
5. Textile Spinning ,Weaving And Designing – Madhavan
6. Textile S:Fibre To Fabric – L.Corbman B.P Mcgraw Hill
7. Knitting Technology – David Spence
8. Textile Design And Color – Watson

1.6 PRODUCTION PLANNING CONTROL AND MAINTENANCE

Unit I

Operation Management: Definition – Production System And Transformation Processes – Differences Between Services And Goods Production – Historical Development And Current Issues In Operations Management. Operations Competitive Dimensions – Order Winners And Qualifiers – Operations Strategy Framework – Productivity Measurement – Application Of Learning Curves. Process Analysis – Types of Processes – Meaning Process Performance – Process Throughput Time Reduction.

Unit II

Product Design Process – Quality Function Development – Value Analysis/ Value Engineering – Designing For Manufacture And Assembly – Process Selection – Product – Process Matrix – Break Event Analysis For Equipment Selection – Operational Classification Of Services – Service – System Design Matrix – Three Contrasting Service Designs. Job Design Decisions – Physical and Behavioral Consideration – Work Methods – Work Measurement Techniques: Time Study and Work Sampling.

Unit III

Facility Layout: Basic Production Layout Formats – Process Layout – Computerized Layout Techniques – Product Layout – Fixed Position Layout – Retail Service Layout. Facility Location Issues – Plant Location Method:

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

Statistical Quality Control: Variations, Upper And Lower Specification Limits, Process Capability, P Chart And X And R Chart .Acceptance Sampling – Operating Characteristic Curve. Six Sigma Methodology. Aggregate Operations Plan – Production Planning Strategies – Relevant Costs JIT and Toyota Production System.

1.7 HUMAN RESOURCE MANAGEMENT

UNIT-I

Perceptive in Human Resource Management : Evolution - importance Objectives - Role of Human Resource Manager.

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

Performance evaluation and control process: Method of performance evaluation -Feedback - Industry practices. Promotion, demotion, transfer and separation - The control process - Importance - Methods - Requirement of effective control systems.

Reference Books:

1. Decenzo and Robbins, Human Resource Management, Wilsey. Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India.
2. Mamoria C.B. and Mamoria S. Personnel Management, Himalaya Publishing Company. Dessler, Human Resource Management, Pearson Education Limited.

1.8 TEXTILE MARKETING

Unit I

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

Unit II

Apparel product planning and development: Product Planning and Development, Product innovation- Organization for product innovation- New product, planning process, Manufacturer's criteria for new product, timing of new product- Product life cycle- product mix-Failure of new product- Product line policies and strategies- Factors influencing changes in product mix.

Unit III

Pricing for Apparels: Importance of price, Policies - Normal and market price -Functions of price, Pricing objectives, Price determination- Transfer pricing- Retrograde pricing.

Unit IV

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

Unit V

Marketing process survey: Study of marketing process- Regional Consumer behaviour, Advertising- Sales promotions- Distribution- Arrival of new products

REFERENCES BOOKS:

1. George.E.Belch, Michael.B.Belch, Introduction to advertising and promotion - An Integrated Marketing Communication Perspective, 1995 Richard, Irwin, Inc.
2. Varma and Aggarwal, Advertising Management 1997, Kingsbood – Educational Publishers, Delhi.
4. Chuter. A.J, Introduction to Clothing and Production Management, Om Books Services, New Delhi - 1995.
4. Darlie O'Koshy - 'Garment Exports' Winning strategies", Prentice Hall of India, 1997.
5. Darlie O'Koshy - Effective Export marketing of Apparels, Global Business Press - 1995.

2.1 STRATEGIC MANAGEMENT

Unit – I

Introduction and meaning of Strategy and Strategic Management – Evolution of Strategic Management- Conceptual Frame Work – Strategic Management Process- Relevance and Importance of Strategic Management.

Unit-II

Vision, mission, objective and goals formulation- Importance – External Environment Analysis- Internal Environment Analysis- Organizational Analysis- Techniques of Environment Analysis.

Unit-III

Strategic Decision- Approaches to Strategy to Strategy Formulation- Strategic Alternatives- External Growth Strategies – Generic Business Strategies – Corporate Strategies- Choice of Strategy.

Unit-IV

Strategy Implementation- Issues in Strategy Implementation – Structural Implementation- Behavioral Implementation – Functional Implementation – Strategic Evaluation and Control.

Unit- V

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

Reference Books:

1. Strategic Management Concepts & Cases- Fred.R.David- Pearson Education.
2. Strategic Management & Business Policy – Thomas. L.Wheelan, J.David Hunger- Pearson Education.
3. Business Policy – Azhar Kazmi – Tate Mcgraw HILL.
4. Strategic Management- I.M.Prasad- Sultan Chand& Sons.
5. Strategic Management-P.C.Jain- Ramesh Book Depot.

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

Technological developments in Textile Industry - woven, significance and uses - knitting, significance and uses Technological developments in Textile Industry, significance and uses- Issues in Textile Industry.

UNIT V

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

REFERENCES:

- 1 .Textiles - Fiber to fabric, Bernard P Corbman, 6th edition, Mc Graw Hill Book Co, Singapore
2. Fabric forming systems, Peter Schwartz, Trevor Rhodes, Mansour Mohammed, Noyes' Publications, New Jersey, USA(1996)
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

Yarn Quality – Yarns Faults – Yarn Testing : Yarn Count – Instruction Used For Count Determination –Analytical Balance – Quadrant Balance – Beasley Balance –Electronic Yarn Count Tester And Yarn Diameter –Tester ASTM Standard

Unit III

Fabric Testing –Mechanical Properties: Fabric Strength Teased Tear & Bursting StrengthCrimp Influence Of Crimp On Properties –Shirley Crimp Tester – Fabric Tensile Strength Tester – Grab Methods .Ballistic Tester Hydraulic Bursting Strength Tester.

Unit IV

Comfort Related &Transmission Properties –Aesthetic Properties –Drape Fabric Drape : Measurement – Drape Meter .Fabric Stiffness : Shirley Stiffness Tester ,Fabric Crease Resistance And Crease Recovery Measurement.

Unit V

Apparel Testing : Seam Strength Testing –Evaluation Of Interlining Quality.Colour Fastness Testing .Apparel Dimensional Stability Testing . Fabric Evaluation Method –Fabric Properties And Making Up Process Tailor Ability –Sewability –Seam Strength

Reference Books

1. Sundaram V.Hand Book Of Textile Testing –CTRL Publication ,Bombay.
2. BSIBSI Hand Book – British Standard Institution ,Manchester,
3. BSIBSI Hand Book –Bureau Of Indian Standards ,Delhi.
- 4, J.E BoothPrinciples Of Textile Testing –CBS Publishers& Distributers.
5. Grover E.G And Hamby D.SHand Book Of Textile Testing And Quality Control

2.4 WET PROCESSING AND GARMENT MANUFACTURING TECHNOLOGY

Unit – I

Textile Processing Definition, Need for Processing, Dry and Wet Processing as related to common, fabrics: Cotton, Silk, Wool, synthetics. Preparatory process Meaning, Need for preparatory processes. Types - Singeing, Scouring, bleaching, mercerizing, desizing.

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

Planning, drawing and reproduction of the marker. The requirements of marker planning. Efficiency of the marker plan. The spreading of the fabric to form a lay. The requirement of the spreading process. Methods of spreading, nature of fabric packages. The cutting of fabric, objectiveness of cutting and methods of cutting.

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

1. Manivsakam.N. Treatment of Textile processing Effluents, Sakthi Publications, Coimbatore, 1995.
2. Shenai, V.A. History of Textiles Design, Sevak Publications, Mumbai, 1995.
Introduction to clothing production management – 2nd edition, A.J. Chutter, Blackwell Science, New Delhi
3. Gerry Cooklin, Garment technology for Fashion Designers –Blackwell Science, New Delhi.
4. Gerry cooklin, Introduction to clothing manufacture –Blackwell Science, New Delhi, 2000.

2.5 GLOBAL TEXTILE TRADE AND SOURCING

UNIT-I

Export marketing of apparel - global scene - prospects for Indian apparels in overseas market – globalization. Export credit- short term – anticipatory letter of credit (L/C), packing credit - negotiation of bills – short -medium & long term export credits -methods, role of terms of payment in international trading- Factors responsible for counter trade growth.

UNIT-II

Export documentation – Introduction and various types of export documents - Pre- shipment and Post-shipment documents – Pre-shipment and Post- Shipment finance. Export duty draw back – pass book – capital goods import license and assistance.

UNIT –III

Export barriers – Impact of WTO – GATT – MFA phase out – Globalization and quota implications – tariff and non-tariff system of operations.

UNIT-IV

Merchandising concepts: Definition of merchandising – merchandising as a business function – Behavioral Theory of the Apparel Industry – Relationship within the apparel Industry and between the environment and the industry – Evolution of merchandising in Apparel Industry – Merchandising Technology : Role – quick response business system – sources and capabilities.

UNIT-V

Merchandising System : Planning – developmental presentation – merchandise Planning-fundamental- overview of line process – traditional line planning – forecast based merchandise planning. Merchandising perspective on pricing and profits – planning and controlling merchandising budget – components of merchandising budget and its mechanics.

REFERENCES BOOKS:

1. Castelino, M. Fashion Kaleidoscope, Rup & Co., 1994
2. Mike Casey, Fashion Marketing, Blackwell Science UK 1995
3. Merchandise buying and management: Fairchild Publications 1998.
4. Grace I. Kunz, Merchandising: Theory, principles and Practices. IOWA state university, fair child books 2003
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,
8. Richard Hill, Ralph & James, Industrial Marketing, AITBS pub., 1998 Dickerson, Textiles & Apparel ,in the Global economy, Prentice Hall, 3rd ed, 1998".

2.6 APPAREL AND GARMENT MERCHANDISING

Unit I

Merchandising Terminologies – Classification Of Exporters – Organization Of Apparel Industry – Nature Of Apparel Industry – Types Of Apparel Industry – Based Concepts Applied To Apparel Industry. Dynamics Of Fashion – Effect Of Environment, People, Economy, and Fashion.

Unit II

Apparel Merchandizing – Definition –Scope, Function. Functions of Merchandiser .Principles of merchandising .Types Of Merchandising – Visual Merchandising –Display Types Visual Merchandising Techniques.

Unit III

Forecasting – Awareness of Market Trends –Product Development Product Mix, Factors Affecting Product Mix, Factors Influencing Change In Product Mix. Trade Fairs and Fashion Shows for Forecasting.

Unit IV

Sourcing – Definition Need for Sourcing, Methods Of Sourcing. Sourcing Of Raw Materials, Sourcing For Accessories – Linings, Buttons, Zippers and Labels Manufacturing Resource Planning – Principles of Manufacturing Resource Planning Supply Chain – Demand Chain Analysis,

Unit V

Apparel Marketing Definition, Scope, Function, Marketing Strategies – Market Research – Types of Market. Advertising – Purposed, Method and Types of Advertising.

Reference Books:

- 1.Shivaramu.S – Export Marketing – A Practical Guide To Exporters – Wheeler Publishing .
- 2.Carr.H.C The Clothing Factor – The Clothing Institute ,London
- 3.Mike Essay – Fashion Marketing – Blackwell Science.
- 4.Stephen GiniFashion, Concept to customer McGrewHill

2.7 EXPORT MANAGEMENT

Unit – I

The Outlook for Export Marketing – Introduction - Concept – Major Problems when a Firm Wants to go Globally – Benefits to Exporters Through Exporting – What is Export Marketing – Nature of Export Marketing – Scope of Export Marketing – Similarities and Differences between Domestic and Export Marketing – Important Definitions – Marketing Implications of the Nation-State – How to Solve Export Marketing Problems – Basic Functions of Export Marketing.

Unit – II

Export Business Environments – Introduction – Meaning - Marketing Environments around the World – Economic Environment – Demographic Factors – Cultural Environment – Political Environment – The Legal Environment – Technological Environment

Unit – III

Export Marketing Planning and Strategy Formulation – Introduction – Development of the Marketing Plan – The Informational Base for Planning – Sources of Market Information – Comparative Marketing Analysis- International Marketing Analysis and the International Marketing Information Systems – Plan for Export Marketing – Selecting Export Markets

Unit – IV

Export Marketing Research – Introduction – Concept – Definition – Main Parts of Export Market Research – Export Market Analysis – Options Available – Export Market Research Problems – Export Market Research and Secondary Data Sources – Gathering Data – Methodological Consideration – Questionnaire Translation – Sample Selection – Criteria for Target Countries Completing Export Marketing Research – The Feasibility of Market Entry – The Screening Process – Appendix A – Locating the Buyer Abroad – Appendix B – How to Assess Sales Prospects – Appendix C – Checklist for Research and Target Markets

Unit – V

Export Marketing Channels – Introduction – Export Distribution Channel – Export Channel Decisions – Export Distribution Strategy – Export Marketing Channel Planning – Export Decisions – Their Importance – Scope of Export Channel Decisions – Organisation of Export Trade – Factors which Determine the Type of Organisation – Types of Organisations in Export Trade – Direct vs Indirect Exporting – Appendix A –Selecting the Agent

Reference Books

1. Export Marketing – B.S.Rathor

2.8 ENTREPRENEURSHIP

Unit – I

Entrepreneurship – Introduction – Meaning – Historical Background of Entrepreneurship Development – Importance of Entrepreneurship – Entrepreneur Development Programmes – Objectives of EDPs – Process of EDPs – Phases of EDPs – Institutions for Entrepreneurship Development – EDPs by Banks – SIDBI- Evaluation of EDPs – Problems – Emerging Scenario

Unit – II

Project Identification – Project Formulation – Guidelines – Common Errors in Project formulation – Concepts of Project Appraisal – Methods of Project Appraisal – Financing of Enterprises – Sources – Term. Loans, Short-term Finance, Export Finance – Ownership Structures – Proprietorship, Partnership, Company, Co-operatives – Government Incentive and Assistance

Unit – III

Institutional Finance to Entrepreneurs – Commercial Banks – IFCI – IRBI – LIC-UTI-State Financial Corporations – State Industrial Development Corporations – SIDBR- EXIM Bank – Technical Support to Entrepreneurs – NSIC, SIDO, SISI, District Industries Centers – Technical Consultancy Organizations – Government Support to small – scale enterprises.

Unit – IV

Institutional Support to Entrepreneurs – Introduction – Meaning – Small – scale Industries Board – Small Industries Development Organization – Small Industries Service Institute – National Small Industries Corporation – National Productivity Council – National Research Development Corporation – Khadi and Village Industries Commission – Industry Association – Industry Related

Unit V

Women Entrepreneurs – Introduction – Meaning – Concept of Women Entrepreneur – Factors Influencing Women Entrepreneurs – Types of Women Entrepreneurs – Male Entrepreneurs vs Female Entrepreneurs – Women Entrepreneurs in india – Support and Assistance – Problems – Remedial Measures

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 5th Editions, Robert D.Hisrich, Michale, P.Peters, Tata MCGRAW-Hill, New Delhi
5. Entrepreneurship Development in India, Gupta, Srinivasan, Sutan Chand & Sons, New Delhi
6. Problems of Prospects of Small Scale Industries in India, Vasant Desai, Himalaya Publishing House, Bombay.