

National Education Policy- 2020

Syllabus 2025-26

**Department of Garment Production and Export
Management (GPEM) University of Kota, Kota
(Raj.)**

COURSE STRUCTURE OF GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) SYLLABUS

Syllabus Checked And modified by :

UNIVERSITY OF KOTA

SCHEME OF EXAMINATION

AND

COURSES OF STUDY



Department of Social Sciences

Faculty of Social Sciences

B.A./B.Com/B.Sc in(GPEM)

**Garment Production and Export Management
(GPEM)**

UNIVERSITY OF KOTA

MBS Marg, Near Kabir Circle, KOTA (Rajasthan) -324 005

INDIA

New Edition: 2025-26

National Education Policy- 2020

Syllabus 2025-26

**Department of Garment Production and Export Management
(GPEM)**

University of Kota, Kota (Raj.)

**COURSE STRUCTURE OF GARMENT PRODUCTION AND
EXPORT MANAGEMENT (GPEM) SYLLABUS**

University Of Kota, Kota
Syllabus Of Undergraduate
Garment Production And Export Management (GPEM)
For Academic Session: 2025-26

List of Papers for the Degree of B.A./B.Com/B.Sc in Garment Production and Export Management (GPEM) Semester -Wise Titles of the papers in Garment Production and Export Management (GPEM)

Year	Se m.	Co urs e Co de	Paper Title	Th e o r y/ Pr act ic a l/ ex a m	Cr edi ts	Marks Distribution		
						Int As s	Se m. As s	ToMa al rks
Certificate in Garment Production and Export Management (GPEM) (DSC Papers)								
First Year 5128	I	GPM101TH	Textile and Business - I	Th	4	30	70	100
		GPM102PR	Textile Designing -I	Pr	2		50	50
	II	GPM103TH	Textile and Business - II	Th	4	30	70	100
		GPM104PR	Textile designing- II	Pr	2		50	50
Diploma in Garment Production and Export Management (GPEM) (DSC Papers)								
Second Year 5228	III	GPM201TH	Pattern MakingAnd Market	Th	4	30	70	100
		GPM202PR	Pattern Making and Dress Designing -I	Pr	2		50	50
	IV	GPM203TH	Pattern Making and Export Import	Th	4	30	70	100
		GPM204PR	Pattern Making and Dress Designing- II	Pr	2		50	50
Bachelor Degree in Garment Production and Export Management (GPEM) (DSE Papers)								
Third Year 5328	V	Select any one Theory and Practical from elective -I						
		Elective- I						
		GPM301TH - A	Traditional Textiles and Costumes of India	Th	4	30	70	100
		GPM302PR -A	Textile Identification and Documentation	Pr	2		50	50
		GPM301TH -B	Commercial Garment Production	Th	4	30	70	100
		GPM302PR -B	Fashion Illustration and Rendering	Pr	2		50	50
	VI	Select any one Theory and Practical from elective -II						
		Elective-II						
		GPM303TH -A	Fashion Trends	Th	4	30	70	100
		GPM304PR A	Apparel Design and Construction	Pr	2		50	50
		GPM303Th -B	International Marketing	Th	4	30	70	100

University Of Kota, Kota
Syllabus Of Undergraduate
Garment Production And Export Management (GPEM)
For Academic Session: 2025-26

		GPM304PrB	Surface Embellishments	Pr	2		50	50
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GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)	
Programme: B.A./B.Com./B.Sc. Part -I Semester - I	Year: I Semester: I Paper : I
Subject: Garment Production And Export Management Each paper contains 100 marks. For regular and non collegiate theory paper will be of 70 marks. For regular students internal evaluation of marks 30 are divided into 10 marks for assignment, 10 marks for written test and 10 marks for viva/presentation. For non collegiate students internal evaluation marks 30 are divided into 20 marks for assignment and 10 marks for viva/presentation.	
Course Code: GPM101Th	Course Title: Textile and Business-I
Objective: The objective of this paper is to introduce the students with textile manufacturing process and basic knowledge of business.	
Credits : 4	Core: Compulsary
Maximum Marks 70	Min. Passing Marks: 28
Continuous Assessments 30	
Contact Hours /Week 04 hours	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 03 hours	
Note: The Syllabus is Divided into five independent units and Question Paper will be divided into two sections. • Section -A will carry 20 marks with 01 compulsory Question comprising 10 short answer type questions taking two questions from each unit. Each question shall be of two marks. • Section-B will carry 50 marks with equally divided into five long answer type questions Paper setter shall be advised two set two Questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.	

Unit	Topic	No. of
Lectures		
Unit-1	Introduction to Textiles Fibers	12
	Classification of Textile Fibers and General Properties of Textile Fibers	
	Natural Fibers- Cotton, Silk and Wool	
	Regenerated fibers- Rayon	
	Synthetic fibers- Nylon and Polyester	
Unit-2	Yarn Construction	12
	Classification of Yarns, yarn Count, Ply and Twist, Blends.	

Basic process of converting fiber to yarn- Mechanical and Chemical Spinning. Types of yarns

Unit-3	Fabric construction	12
	Textile Weaving- Parts of loom, Types of Basic Weaves – Plain, Twill, Sateen and Satin Weave, Decorative Weaves Introduction to handloom and power loom. Difference between Handloom and Powerloom	
Unit-4	Basics of Business	12
	Nature and Objectives of Business, Characteristics of Business, Business risks- meaning, nature and causes	
Unit-5	Forms of Business Enterprise	12
	Meaning, features, merits and Demerits of Sole Proprietorship, Partnership firm and Company (Public and Private)	

SUGGESTED READINGS

1. Dantiyagi Sushila : Fundamental of Textile and their care, Orient Black Swan
2. Phyllis G, Tortora : understanding Textile
3. Singh Brinda : Vastra Vigyan Avam Paridhan
4. Joseph Marjory L : Introductory Textile Science
5. Bhargav Bela : Textiles and Laundry Work
6. Corbman Bernard p : Textile Fiber to Fabric, Mc Graw Hill education
7. Suggested Online Link:
 - <https://ndl.iitkgp.ac.in/>
 - <http://egyankosh.ac.in/>
 - <https://www.ncertbooks.guru/english-skills/>
 - <https://epathshala.nic.in/>
 - <https://www.digitalindia.gov.in/services>
 - <https://www.india.gov.in/topics/law-justice>

Course Learning Outcome:- Students will understand fundamental of Textile Science, Yarn construction and Fabric construction. Analysing major theories, Process evaluating their traditional and contemporary relevance and applying theoretical frameworks to Business and Business enterprises. Student might also develop skill of textile designing and basics of business for entrepreneurship development.

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -I Semester - I	Year: I	Semester: I Practical : I
Subject: Garment Production and Export Management Each paper contains 50 marks. For regular and non collegiate practical paper will be of 50 marks. For regular and non collegiate students internal Record and assignments will be of 25 marks		
Course Code: GPM102Pr	Course Title: <u>Textile Designing - I</u>	
Objective: This practical paper is in synchronization with theory syllabus. Students will gain practical knowledge and deeper understanding of textiles and their properties.		
Credits :2	Core: Compulsary	
Maximum Marks 50	Min. Passing Marks:	25
External examiner Assessment: 25	Internal Record and Assignments: 25	
Contact Hours /Week : <u>4 hours per weekper batch of 20 students</u>	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4	
Duration of Exams 04 hours		

S.No.	Topic	No. of Lectures
1.	Fibre Identification	8
2.	Fabric Study (I) Balance of cloth (ii) Identify grains, bias, and selvedge in various types of fabric.	8
3.	Types of weaves: Prepare Basic weave samples	12
4.	Study of colour theory – Colour wheel - colour schemes, tint's, shades and tones	12
5.	Prepare different type of Prints like Floral, Stripes, lines, Checks, Dots, vegetable, leaf, alphabet and numerical (Develop a Bookmark/ Envelope/ Paper Bag/ File Folder)	12
6.	Assignment- Collection of different type of fibre and fabric respect to colour, texture and weaves	8

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -I Semester - II	Year: I	Semester: II Paper : II
Subject: Garment Production and Export Management Each paper contains 100 marks. For regular and non collegiate theory paper will be of 70 marks. For regular students internal evaluation of marks 30 are divided into 10 marks for assignment, 10 marks for written test and 10 marks for viva/presentation. For non collegiate students internal evaluation marks 30 are divided into 20 marks for assignment and 10 marks for viva/presentation.		
Course Code: GPM103Th	Course Title: Textile and Business -II	
Objective: Objective: The objectives of this paper are: (i) to impart knowledge of various textile finishes, Dyeing and Printing(ii) to make the students aware of present status of Indian Garment industry along with available opportunities.		
Credits : 4	Core: Compulsary	
Maximum Marks	70	Min. Passing Marks: 28
Continuous Assessments	30	
Contact Hours /Week	04 hours	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 03 hours		
Note: The Syllabus is Divided into five independent units and Question Paper will be divided into two sections. • Section -A will carry 20 marks with 01 compulsory Question comprising 10 short answer type questions taking two questions from each unit. Each question shall be of two marks. • Section-B will carry 50 marks with equally divided into five long answer type questions Paper setter shall be advised two set two Questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.		

Unit	Topic	No. of Lectures
Unit-1	Fabric Finishes Fabric finishes and their importance to consumer. Study of various fabric finishes- Calendaring, Embossing, Crease resistance, Mercerization	12
Unit-2	Dyeing Introduction to natural and Synthetic dyes Stages of dyeing, Dyeing theory, Dyeing Techniques, Dyeing defects	12
Unit-3	Printing Methods of Printing- Block, Screen, Roller	12

Styles in printing- Introduction to Discharge and Resist printing

Unit-4	Fashion Merchandising: Introduction, Functions of merchandising division-planning, scheduling, Buying, evaluation. Responsibilities of merchandiser Visual merchandising	12
Unit-5	Retailing : Meaning and importance of retailing Type of retail organizations -Departmental store, Franchises, Multiple store, Specialty store Online retailing – Merit and demerits	12

Suggested readings

1. Dantyagi Sushila : Fundamental of Textile and their care, Orient Black Swan
2. Phyllis G, Tortora : understanding Textile
3. bhatnagar paul : Traditional Indian costumes and Textiles
4. Singh Brinda : Vastra Vigyan Avam Paridhan
5. Joseph Marjory L : Introductory Textile Science
6. Bhargav Bela : Textiles and Laundry Work
7. Corbman Bernard p : Textile Fiber to Fabric, Mc Graw Hill education
8. K.K. Sharma, G.R.Basetia, Enterpreneurship and Small Business.
9. Laine Stone, Jean a samples, Fashion Merchandising an Introduction
10. Diamond ,Jay and Ellen, Fashion Apparel accessories & home furnishings
11. Jain Ruby and Rathod Girija(2019) Design fashion and garment production CBH publication, Jaipur.

12. Suggested Online Link:

- <https://ndl.iitkgp.ac.in/>
- <http://epgp.inflibnet.ac.in/>
- <http://egyankosh.ac.in/>
- <https://www.ncertbooks.guru/english-skills/>
- <https://epathshala.nic.in/>
- <https://www.digitalindia.gov.in/services>
- <https://www.india.gov.in/topics/law-justice>

Course Learning Outcome:- Students will understand knowledge of various textile finishes, Dyeing and Printing. Analysing major theories, Process evaluating their traditional and contemporary relevance and applying theoretical frameworks to Fashion Merchandising and Retailing. Student might also develop skill of Fashion designing and basics of Merchandising and Retailing for entrepreneurship development.

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -I Semester - II	Year: I	Semester: II Practical: II
Subject: Garment Production and Export Management Each paper contains 50 marks. For regular and non collegiate practical paper will be of 50 marks. For regular and non -collegiate students internal Record and assignments will be of 25marks		
Course Code: GPM104Pr	Course Title: Textile Designing -II	
Objective: To equip the students with elementary knowledge for Textile designing.		
Credits :2		Core: Compulsary
Maximum Marks	50	Min. Passing Marks: 25
External examiner Assessment:	25	Internal Record and Assignments: 25
Contact Hours /Week: <u>4 hours per weekper batch of 20 students</u>		Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 04 hours		

S.No.	Topic	No. of Lectures
1.	Tie and dye fabric with various tying techniques. 12 Prepare any one – dupatta/saree/Garment/ turban/folder/fabric bags /Cushion covers with different dyeing techniques.	
2.	Prepare printing paste and print samples of block/screen/stencils/spray printing. Make one article by using any one printing method like cushion/bedsheet/tablecover/dupatta/saree/folder/curtain etc.	
3.	Prepare dyeing and printing motifs through water colour on paper sheets 12	
4.	A. Introduction and collection of Textile motifs 12 B. Types of patterns Include: (4 sketches each in 4*4 size): (i) Structural (ii) Geometrical (iii) Abstract (iv) Traditional C. Layout of Design –Repeat (one way, two way, vertical, horizontal and diagonal) D. Enlarging and reducing designs	
5.	Assignment: Collection of labels and tags 12	

Suggested Reading Books.

1. Dantygi, Sushila: Fundamentals of Textiles and their care, Orient Longman, Mumbai.
2. Hess, Katherine: Textile fibers and their uses, Oxford and IBH PUBLISHING House, New Delhi.
3. Joseph, Marjory L: Introductory Textile Science CBS college Publishing, New York.

BA/BSc/BCom part II , Semester 3&4 Session 2024-25 Diploma in Garment Production and Export Management (GPEM) (DSC Papers)								
Second Year 5228	II I	GPM201TH	Pattern Making And Market	Th	4	30	70	100
		GPM202PR	Pattern Making and Dress Designing -I	Pr	2		50	50
	I V	GPM203TH	Pattern Making And Export Import Procedure	Th	4	30	70	100
		GPM204PR	Pattern Making and Dress Designing- II	Pr	2		50	50

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -II Semester - III	Year: II	Semester: III Paper : I
Subject: Garment Production And Export Management Each paper contains 100 marks. For regular and non collegiate theory paper will be of 70 marks. For regular students internal evaluation of marks 30 are divided into 10 marks for assignment, 10 marks for written test and 10 marks for viva/presentation. For non collegiate students internal evaluation marks 30 are divided into 20 marks for assignment and 10 marks for viva/presentation.		
Course Code: GPM201Th	Course Title: Pattern Making and Market	
Objective: The objective of this paper is: To introduce students to Pattern Making and Dress designing and to make the student familiar with market structure and finance.		
Credits : 4	Core: Compulsary	
Maximum Marks	70	Min. Passing Marks: 28
Continuous Assessments	30	
Contact Hours /Week	04 hours	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 03 hours		
Note: The Syllabus is Divided into five independent units and Question Paper will be divided into two sections. • Section -A will carry 20 marks with 01 compulsory Question comprising 10 short answer type questions taking two questions from each unit. Each question shall be of two marks. • Section-B will carry 50 marks with equally divided into five long answer type questions Paper setter shall be advised two set two Questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.		

Unit	Topic	No. of Lectures
Unit-1 Design	Classification of Design (b) Elements and principles of design (c) Role of colour in designing- psychological effects of colour (d) Layout of Design on fabric- unidirectional prints, stripes, checks and bold prints	12 a)
Unit-2 Introduction to Fashion	(a) Fashion- definition, terminology, Sources and factors influencing Fashion. (b) Fashion cycle and forecasting (c) Theories of Fashion	12
Unit 3 Illustrating Human Figure and Pattern Making	Principles and advantages of Eight Head Theory Type of human figures /postures	12
Unit 4	Introduction, advantages and disadvantages of Techniques in pattern making -(i) Drafting (ii) Draping (iii) Flat pattern	12
Unit 5 Market structure:	Types of market, market demand, Demand Forecasting: Market survey, Elements of costs. Marketing Plan	12

Suggested reading

1. Mathews Mary - Practical clothing construction I & II Cosmic Press, Madras.
2. Doongaji S. and Deshpande R. "Basic Process of Clothing Construction"
3. Barnard Zamkoff "Basic Pattern Skills for Fashion Design"
4. Armstrong "Pattern Making for Fashion Design"
5. Winifred Aldrich "Metric Pattern cutting for Children"
6. Ernestine Kopp "Design Apparel Through the Flat Pattern"
7. Suggested Online Link:
 - <https://ndl.iitkgp.ac.in/>
 - <http://egyankosh.ac.in/>
 - <https://www.ncertbooks.guru/english-skills/>
 - <https://epathshala.nic.in/>
 - <https://textilelearner.net>

Course Learning Outcomes: After completing this syllabus, students will gain

- (i) Knowledge about designs and their appropriate use.
- (ii) Knowledge about fashion, important terminologies, theories and its movement through the course of time.
- (iii) Illustrating fashion on human figure and pattern making for dress designing.
- (iv) Knowledge of Market Structure in business.

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -II Semester - III	Year: II	Semester: III Practical : I
Subject: Garment Production and Export Management Each paper contains 50 marks. For regular and non collegiate practical paper will be of 50 marks. For regularand non collegiate students internal Record and assignments will be of 25 marks		
Course Code: GPM202Pr	Course Title: Pattern Making and Dress Designing-I	
Objective: This practical paper is in synchronization with theory syllabus. Students will gain practical knowledge and deeper understanding of Designing and Garment Construction.		
Credits :2	Core: Compulsary	
Maximum Marks 50	Min. Passing Marks:	25
External examiner Assessment: 25	Internal Record and Assignments: 25	
Contact Hours /Week :<u>4 hours per weekper batch of 20 students</u>	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4	
Duration of Exams 04 hours		

S.No.	Topic	No. of Lectures
1	Fashion figure Illustration, Stick Figure and Fashion poses	12
2	Famous Fashion Designers and Brands	4
3	Introduction to sewing machine- its parts and care.	4
4	Samples of basic garment construction: darts , pleats, tucks, frills, plackets, yoke, fastners and facings	12
5	Sleeves Variations-plain, puff, flared, Magyar/kimono	6
6	Variations in necklines, Collars-Peter pan, (flat and raised) Chinese, Shirt	6
7	Designing and stitching following children garments: A- Line frock, romper, gathered frock, Skirt and Top.	12
	Assignment:	4
	A. Costume Designing for different age, sex and occasions including accessories (10)	
	B. Collection of labels and Tags	

Course LearningOutcomes: After completing this practical, students will have a understanding of designs and their application. Students will also get familiar with pattern making and garment construction including different components.

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -II Semester - IV	Year: II	Semester: IV Paper : II
Subject: Garment Production And Export Management Each paper contains 100 marks. For regular and non collegiate theory paper will be of 70 marks. For regular students internal evaluation of marks 30 are divided into 10 marks for assignment, 10 marks for written test and 10 marks for viva/presentation. For non collegiate students internal evaluation marks 30 are divided into 20 marks for assignment and 10 marks for viva/presentation.		
Course Code: GPM203Th	Course Title: Pattern Making And Export Import	
Objective: The objective of this paper is to introduce the students with details of Pattern Making, Garment Fitting, Readymade Garments pros and cons, career opportunity, significance of clothing, accessories and supporting materials along with Export Import procedure .		
Credits : 4	Core: Compulsary	
Maximum Marks	70	Min. Passing Marks: 28
Continuous Assessments	30	
Contact Hours /Week	04 hours	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 03 hours		
Note: The Syllabus is Divided into five independent units and Question Paper will be divided into two sections. • Section -A will carry 20 marks with 01 compulsory Question comprising 10 short answer type questions taking two questions from each unit. Each question shall be of two marks. • Section-B will carry 50 marks with equally divided into five long answer type questions Paper setter shall be advised two set two Questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.		

Unit	Topic	No. of Lectures
Unit 1	Garment Fitting: Fitting – Defination, fitting room, Principles of fitting, factors to be considered while fitting, common fitting problems, remedying fittings defects of bodiceandsleeve.	12
Unit 2	Readymade garments- Importance, scope and Quality problems in readymade garments, Careers in Textile and Apparel industries, Pattern grading in Garment Industry	12

- Unit 3** (a) Sociological and psychological significance of clothing **12**
(b) Criteria for selecting clothes for different sex and age groups
(c) Costume Designing for different occasions including accessories
- Unit-4** Understanding the characteristics and uses of various types of accessories, Support Materials: Interfacing, Lining, Interlining and Support Devices like Shoulder pad **12**
- Unit-5** **Procedure of Exports-import:** export procedure, import procedure, **12**
Export - Import Policy of India, Export Licence, Export House. Export
Promotion schemes and measures in India

Suggested reading

1. Erwin, Kinchen “Clothing for Moderns” - Macmillan Publishing, New York.
2. Latze, Alpha and Hostelten Helen “The wild world of Clothing”. The Ronald Press Company, New York.
3. Mathews Mary - Practical clothing construction I & II Cosmic Press, Madras.
4. Doongaji S. and Deshpande R. “Basic Process of Clothing Construction”
5. Neelam Pruthi and Saroj S. Jeet Singh : Drafting techniques for Garment construction.
6. Zarakpar, K.R. System of cutting, Navneet Publications Ltd., Mumbai
7. Barnard Zamkoff “Basic Pattern Skills for Fashion Design”
8. Armstrong “Pattern Making for Fashion Design”
9. Winifred Aldrich “Metric Pattern cutting for Children”
10. Ernestine Kopp “Design Apparel Through the Flat Pattern” Suggested Online Link:
 - <https://ndl.iitkgp.ac.in/>
 - <http://epgp.inflibnet.ac.in/>
 - <http://egyankosh.ac.in/>
 - <https://www.ncertbooks.guru/english-skills/>
 - <https://epathshala.nic.in/>
 - <https://www.digitalindia.gov.in/services>
 - <https://textilelearner.net>
 - <https://www.india.gov.in/topics/law-justice>

Course learning Outcomes: After completing this syllabus, students will gain knowledge about Pattern Making, Garment Fitting, Readymade Garments pros and cons, career opportunity, significance of clothing, accessories and supporting materials along with Export Import procedure .

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -II Semester - IV	Year: II	Semester: IV Practical : II
Subject: Garment Production and Export Management Each paper contains 50 marks. For regular and non collegiate practical paper will be of 50 marks. For regular and non collegiate students internal Record and assignments will be of 25 marks		
Course Code: GPM204Pr	Course Title: Pattern Making and Dress Designing- II	
Objective: This practical paper is in synchronization with theory syllabus. Students will gain practical knowledge and deeper understanding of Pattern Making And Dress Designing in detail		
Credits :2	Core: Compulsary	
Maximum Marks 50	Min. Passing Marks:	25
External examiner Assessment: 25	Internal Record and Assignments: 25	
Contact Hours /Week :4 hours per weekper batch of 20 students	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4	
Duration of Exams 04 hours		

S.N Topic o.	No. Of Lectures
1. Pattern making : Methods of pattern making : Flat Pattern, Drafting and Draping	12
2. Preparation of basic bodice, sleeve and skirt block and its adaptation to various garments.	6
3. Skirts – A – line, Gathered, Circular, (half and full)	6
4. Hand Embroidery stitches (10)- Running stitch, Back Stitch, Stem Stitch, Satin 12 Stitch, Chain Stitch, Buttonhole Stitch, Herringbone Stitch, Bullion Knot, French Knot, Couching Stitch.	12
5. Designing and stitching of following garments Petticoat, casual or formal suit, Blouse, and Nightie	12
Assignment – (any one) A. Understanding the characteristics, uses, market survey and collection of various types of accessories support Materials: Interfacing, Lining, Interlining Support Devices: Shoulder pad, Sleeve headers and Collar stays Closures: Zippers, Buttons, Button holes, Hooks „n“ Eye, Press „n“ Studs, Buckles, Belts Trims: Ribbons, Laces and Braids B. To increase an awareness of the economic and environment influence on clothing decisions. Redesigning and recycling of	6

clothing (ideas to redesign) such as:

(a) Piecing or patchwork (b) Use of special fabrics - leather, lace or appliqué (c) Use of decorative embroidery (d) Trims (e) Paints and dyes (Difference between redesign, restore, and recycle. Discuss why one would redesign, restore, or recycle clothing and textile items.

Consider factors such as: money, creativity, individuality, skills, needs and equipment.)

Suggested reading

1. Mathews Mary - Practical clothing construction I & II Cosmic Press, Madras.
2. Doongaji S. and Deshpande R. "Basic Process of Clothing Construction"
3. Neelam Pruthi and Saroj S. Jeet Singh : Drafting techniques for Garment construction.
4. Zarakkar, K.R. System of cutting, Navneet Publications Ltd., Mumbai
5. Barnard Zamkoff "Basic Pattern Skills for Fashion Design"
6. Armstrong "Pattern Making for Fashion Design" Suggested Online Link:
 - <https://ndl.iitkgp.ac.in/>
 - <http://epgp.inflibnet.ac.in/>
 - <http://egyankosh.ac.in/>
 - <https://www.ncertbooks.guru/english-skills/>
 - <https://epathshala.nic.in/>
 - <https://www.digitalindia.gov.in/services>
 - <https://textilelearner.net>
 - <https://www.india.gov.in/topics/law-justice>

Course Learning Outcomes: This practical will provide technical skills and knowledge to the students to create accurate and high quality patterns. They will learn about brands, fashion, designing and construction of female garments .

Assignments will give understanding of characteristics, uses, market survey and collection of various types of accessories and Supporting Materials. And Redesigning and recycling of clothing will support environment .

University Of Kota, Kota
Syllabus Of Undergraduate
Garment Production And Export Management (GPEM)
For Academic Session: 2025-26

Bachelor Degree in Garment Production and Export Management (GPEM) (DSE Papers)								
Third Year 5328	V	Select any one Theory and Practical from elective -I						
		Elective- I						
		GPM301TH-A	Traditional Textiles and Costumes of India	Th	4	30	70	100
		GPM302PR -A	Textile Identification and Documentation	Pr	2		50	50
		GPM301TH -B	Commercial Garment Production	Th	4	30	70	100
		GPM302PR-B	Fashion Illustration and Rendering	Pr	2		50	50
	VI	Select any one Theory and Practical from elective -II						
		Elective-II						
		GPM303TH-A	Fashion Trends	Th	4	30	70	100
		GPM304PR A	Apparel Design and Construction	Pr	2		50	50
		GPM303Th-B	International Marketing	Th	4	30	70	100
		GPM304Pr-B	Surface Embellishments	Pr	2		50	50

Elective-I

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM)		
(To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -III Semester - V	Year: III	Semester: V Paper : I
Subject: Garment Production And Export Management		
Each paper contains 100 marks. For regular and non collegiate theory paper will be of 70 marks. For regular students internal evaluation of marks 30 are divided into 10 marks for assignment, 10 marks for written test and 10 marks for viva/presentation. For non collegiate students internal evaluation marks 30 are divided into 20 marks for assignment and 10 marks for viva/presentation.		
Course Code: GPM301Th-A	Course Title: <u>Traditional Textiles And Costumes Of India</u>	
Objective: To develop understanding and appreciation of India’s rich heritage of traditional textiles and costumes across regions, their techniques, motifs, regional diversity, and cultural relevance.		
Credits : 4	Core: Elective	
Maximum Marks 70	Min. Passing Marks:	28
Continuous Assessments 30		
Contact Hours /Week 04	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4	
Duration of Exams 03 hours		

Note: The Syllabus is Divided into five independent units and Question Paper will be divided into two sections.

- **Section -A will carry 20 marks with 01 compulsory Question comprising 10 short answer type questions taking two questions from each unit. Each question shall be of two marks.**
- **Section-B will carry 50 marks with equally divided into five long answer type questions Paper setter shall be advised to set two Questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.**

Unit	Topic	No. of Lectures
Unit 1	Indian Traditional Textiles : Importance and characteristics of Indian traditional textiles Traditional Hand woven Textiles - Jamdani, Brocade, Baluchari, Kota Doria, Kanjivaram, Chanderi and Maheshwari. Study of the above textiles with emphasis on motif. Texture, design, and colour	12
Unit-2	Traditional Dyed and printed Textiles– Bandhani, Ikat . Ajarakh Printed fabrics–Kalamkari, Madhubani and Block printed fabric	12
Unit 3	Traditional Embroideries of India Traditional embroideries of India- Kashida of Kashmir, Kantha of Bengal, Kasuti of Karnataka, Embroidery of Kutch & Kathiawar, Manipuri, Phulkari of Punjab, Chamba Rumal, Chikankari of Lucknow	12
Unit 4	Traditional Costumes of India Male and female costumes of various Indian states(Rajasthan, Kashmir,Bengal,Gujrat, Punjab,) Regional variations in draping styles (sari, turban, dhoti, etc.) Tribal costumes and ornamentation	12
Unit 5	Preservation & Contemporary Use Role of museums and documentation in preservation Government and NGO efforts: Handloom Boards, Crafts Councils Contemporary revival and adaptation in fashion GI (Geographical Indication) tags for textiles	12

Course Learning Outcomes: After studying this elective paper, students will gain knowledge about Traditional costumes and textiles of India. They are expected to use the knowledge in their practical work to develop clothing designs and develop a futuristic approach.

Suggested Readings

1. Pandit Savitri- Indian Embroidery
2. Dongerkery , Kamala.S – “The Romance Of Indian Embroidery”
3. Motichandra – “Master Pieces Of Indian Textiles”
4. Storey, Joyce – “Manual Of Dyes And Fabrics”; “Textile Printing”, Thomas And Hudson,
5. Ikat Textiles Of India, Chetna Desai, Chronicle Books, San Francisco,1988
6. Chattopadhyay,K.Handicrafts Of India, All India Handicrafts Board, New Delhi, 1975
7. Silk Brocades, Yashodhara Roli And Janssen, B.V, New Delhi,2003
8. Handwoven Fabrics Of India, Jaslen Dhamija And Jyotindra Jain, MapinPublishing Tie Dyed Textiles Of India , Veronica Murphy And Rosemary Crill, Victoria And Albert Museum,
9. Traditional India Costume And Textiles, Parul Bhatnagar, Abhishek Publication
10. Threads And Voices, Laila Tyabji, Marg Publications, 2007
11. Traditional Indian Textiles" – John Gillow & Nicholas Barnard
12. "Costume and Textiles of Royal India" – Ritu Kumar
13. "Textiles and Weavers in South India" – Vijaya Ramaswamy
14. Indian Textiles and Costumes – UGC
15. Suggested link:
ePG Pathshala
NIOS Modules:NIOS Fashion Studies Module (free PDF) – nios.ac.in
ePG Pathshala (Textiles & Clothing) – epgp.inflibnet.ac.in

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -III Semester - V	Year: III	Semester: V Practical : I
Subject: Garment Production and Export Management Each paper contains 50 marks. For regular and non collegiate practical paper will be of 50 marks. For regular and non collegiate students internal Record and assignments will be of 25 marks		
Course Code: GPM301Pr -A	Course Title: Textiles Identification & Documentation	
Objective: To introduce students to India's rich heritage of traditional textiles and enable them to identify, document, and replicate motifs, techniques, and fabric samples.		
Credits :2	Core: Compulsary	
Maximum Marks 50	Min. Passing Marks:	25
External examiner Assessment: 25	Internal Record and Assignments: 25	
Contact Hours /Week :4 hours per weekper batch of 20 students	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4	
Duration of Exams 04 hours		

Topic	No. of Lectures
1. Textile : Collection and identification of at least 5 of each traditional woven, dyed ,printed and embroidered textiles (e.g., Banarasi, Bandhani, Chanderi, Kanjeevaram, Kalamkari etc.). Prepare swatch files with fabric samples and detailed information: Region of origin, Motifs, Weave/dyeing/printing technique, Fiber content and texture	15
2. Motif Drawing & Replication : Drawing traditional textile motifs and layouts using pencil and color. Replication of selected motifs using:Embroidery, Fabric painting, Block printing simulation	10
3. Technique Exploration Practice basic tie & dye (Bandhani, Leheriya)by development of home textile products Practice block printing using wooden blocks or rubber replicas by development of stole/ dupatta Sample work of Batik or Kalamkari-style painting Development of bags, pouches/yokes/borders Prepare samples of each technique on cotton fabric	20
Assignment	
1. Visit to a handloom center, museum, or traditional textile artisan Craft Cluster	05
2. Document: Process of weaving/dyeing, Interviews with artisans, Photographs and sketches, Submit a field report or PPT presentation	
3. Prepare scrapbook for the traditional textiles of various states of India:- woven, dyed, printed and embroidered Design and create one small utility product using traditional textile technique or motif (e.g., pouch, stole, cushion cover). Emphasis on creative application of traditional craft in contemporary use.	

Recommended readings-

Joseph M., Essentials of textiles (5th edition), Holt ,Rinehart and Winston inc., florida,1988.
Complete Guide To Sewing – Readers Digest, The Reader’s Digest Association,1976
Singer Sewing Book, Gladys Cunningham, The Singer Company
Verma ,Gayatri ,Cutting And Stitching Practical, Asian Publishers, Darya Ganj, New Delhi,2007(Hindi Book)

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -III Semester - V	Year: III	Semester: V Paper :II
Subject: Garment Production And Export Management Each paper contains 100 marks. For regular and non collegiate theory paper will be of 70 marks. For regular students internal evaluation of marks 30 are divided into 10 marks for assignment, 10 marks for written test and 10 marks for viva/presentation. For non collegiate students internal evaluation marks 30 are divided into 20 marks for assignment and 10 marks for viva/presentation.		
Course Code: GPM302Th-B	Course Title: Commercial Garment Production	
Objective: The objective of this paper is to introduce the students with textile manufacturing process focusing on commercial practices and basics knowledge of business.		
Credits : 4		Core: Compulsary
Maximum Marks 70	Min. Passing Marks: 28	
Continuous Assessments		30
Contact Hours /Week 0	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4	
Duration of Exams 03 hours		
Note: The Syllabus is Divided into five independent units and Question Paper will be divided into two sections. • Section -A will carry 20 marks with 01 compulsory Question comprising 10 short answer type questions taking two questions from each unit. Each question shall be of two marks. • Section-B will carry 50 marks with equally divided into five long answer type questions Paper setter shall be advised two set two Questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.		

Unit	Topic	No. of Lectures
Unit-1	Commercial processes of apparel production 1. Product Development, Design Development, Developing a sample garment. 2. Apparel Production: Costing a garment, purchasing, pattern marking, production, Scheduling, spreading, cutting procedure. Contracting, garment assembly.	12
Unit-2	Introduction to industrial machines Fabric laying, Cutting (Round, straight and bend knife), Fusing (Collars, facings), Sewing- single lock stitch, over lock, button	12

hole, buttoning & double needle machine.

Unit-3	Finishing and pressing department	12
	Machinery and equipments for Packing department- Packing material and boxing Quality control department- definition of quality, importance of quality assurance, seven tools of quality, Labelling department – international care labelling system, eco label	
Unit-4	Promotion and Channels of Distribution	12
	Promotion of products: Advertisement, personal selling, trade fairs & exhibitions	
	Channels of Distribution- Whole sellers, Retailers. Factors affecting choice of distribution channels	
Unit-5	Project planning for Garment Production unit	12
	(i) The size of unit, production and storage, space, laundry area. (ii) Site selection of unit. b. Procurement of fixed assets (i) Space (ii) Equipments c. Budgeting	

Course Learning Outcome :After studying this elective paper, students will gain knowledge about Commercial Process of Apparel Production. They are expected to use the knowledge in their practical work .

Suggested Readings

Apparel Manufacturing: Sewn Product Analysis by Ruth E. Glock & Grace I. Kunz
Introduction to Clothing Production Management by A.J. Chuter
Garment Manufacturing Technology by Rajkishore Nayak
Industrial Engineering in Apparel Production by Prabir Jana
"Introduction to Apparel Production" – Dr. A. Jacob
"Apparel Manufacturing Technology" – T. Karthik, P. Ganesan, D. Gopalakrishnan
"Fundamentals of Garment Manufacturing" – S. Rathinamoorthy
"Garment Construction Techniques" – J. Hayavadana
AEPC publications – www.aepcindia.com
NIOS Fashion Studies Modules – www.nios.ac.in
Fashion Studies by Poonam Nain"
Website: <https://nptel.ac.in>
Website: <https://egyankosh.ac.in>
Website: <https://textilelearner.net>
Website: <https://agrimoon.com>
Website: <https://www.slideshare.net>
Website: <https://www.fashion2apparel.com>
Website: <https://www.fibre2fashion.com>
YouTube Channels
"NIFT IIFD Tutorials"
"Textile Notes"

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -III Semester - V	Year: III	Semester: V Practical :II
Subject: Garment Production and Export Management Each paper contains 50 marks. For regular and non collegiate practical paper will be of 50 marks. For regular and non collegiate students internal Record and assignments will be of 25 marks		
Course Code: GPM302Pr -B	Course Title:Fashion Illustration And Rendering	
Objective: To develop students’ ability to sketch, render fashion garments, and creatively illustrate fabric textures, prints, and drapes.		
Credits :2	Core: Compulsary	
Maximum Marks 50	Min. Passing Marks:	25
External examiner Assessment: 25	Internal Record and Assignments: 25	
Contact Hours /Week :4 hours per weekper batch of 20 students	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4	
Duration of Exams 04 hours		

Topic	No. of Lectures
1. Techniques for illustrating: Cotton, Silk, Denim, Velvet, Chiffon	10
2. Coloring techniques for skin, hair, and accessories	8
3. Understanding and drawing garment construction lines, seams, necklines, collars, sleeves, pleats, gathers	10
4. Techniques to illustrate draping and fall of saree, dupatta, gown, lehenga Emphasis on fabric flow, folds, and layering	7
5. Prepare sketches on each of the following themes. Casual wear, Formal, winter, Sports, Night, Party wear (specify sourcing, costing, swatches of embellishments and construction details)	10
6. Computers aided Designing and manufacturing	5
<u>Assignment</u>	10
1. Rendering different fabrics with their prints and textures. (any four) Woven, tweed, satin, denim, crepe, checks, stripes, floral, tissue, chiffon, net, pile, suede	
2. Create illustration portfolio of minimum 5 fully rendered fashion figures with color, accessories, and background	
3. Field trips to export houses and mass production centre	
4. Market Survey and Project Report	

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -III Semester - VI	Year: III	Semester: VI Paper :I
Subject: Garment Production And Export Management Each paper contains 100 marks. For regular and non collegiate theory paper will be of 70 marks. For regular students internal evaluation of marks 30 are divided into 10 marks for assignment, 10 marks for written test and 10 marks for viva/presentation. For non collegiate students internal evaluation marks 30 are divided into 20 marks for assignment and 10 marks for viva/presentation.		
Course Code: GPM303Th -A	Course Title: Fashion Trends	
Objective: To explore the development of fashion trends- Evolution, Influence & Innovation across time, understand the socio-cultural and economic forces behind them, and analyze how trends are forecasted and adopted globally		
Credits : 4	Core: Compulsary	
Maximum Marks	70	Min. Passing Marks: 28
Continuous Assessments	30	
Contact Hours /Week	04 hours	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 03 hours		
Note: The Syllabus is Divided into five independent units and Question Paper will be divided into two sections. • Section -A will carry 20 marks with 01 compulsory Question comprising 10 short answer type questions taking two questions from each unit. Each question shall be of two marks. • Section-B will carry 50 marks with equally divided into five long answer type questions Paper setter shall be advised two set two Questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.		

Unit	Topic	No. of Lectures
Unit 1	History of Fashion Trends	12
	• Origins of fashion: Ancient civilizations to the 20th century • Key fashion eras: Renaissance, Victorian, Roaring Twenties, Post-War fashion • Influence of historical events on fashion (wars, revolutions, industrialization) • Iconic designers and their impact on trend evolution	

Unit 2	Cultural & Social Influences on Fashion	12
	- Globalization and cross-cultural fashion exchange - Fashion as a reflection of identity (gender, race, class) - Subcultures and their fashion signatures streetwear(punk, goth, hip-hop, etc.) - Role of celebrities, influencers, and pop culture	
Unit 3	Trend Forecasting & Analysis	12
	- What is trend forecasting? Key methods and tools - Role of fashion forecasting agencies (e.g., WGSN, Trend Union) - Macro vs. micro trends - Color, fabric, and silhouette forecasting	
Unit 4	Fashion Industry & Market Dynamics	12
	- Fashion cycles: Fads, classics, and recurring trends - Fast fashion vs. sustainable fashion - Retail strategies and trend adoption - Fashion marketing and branding	
Unit 5	Future of Fashion Trends	12
	- Digital fashion and virtual styling - Smart textiles and tech in fashion - Eco-conscious and circular fashion trends - Gender-neutral and inclusive fashion - Predicting future fashion movements	

Course Learning Outcomes: After studying this elective paper, students will gain knowledge about trends and fashion trends. They are expected to use the knowledge in their practical work to develop clothing designs that are as per trends. Students will also be able to analyze current trends and develop a futuristic approach.

References

[Eundeok Kim](#) , Ann Marie Fiore, et al Fashion Trends: Analysis and Forecasting
Laver J., (2002),” Costume and fashion – A concise history”,
Thames & Hudson Steckes P., (1996),” Fashion Design Manual",
Palgrave McMillon. Stephens G., (2005),” Fashion Concept to consumer”
Pearson. Stone E., (2004),” Dynamics of fashion”, Fairchild Publication.
sist.sathyabama.ac.in

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM)

(To be offered to the Women candidates in girls Colleges Only)

Programme: B.A./B.Com./B.Sc. Part -III Semester - VI

Year: III

Semester: VI

Practical :I

Subject: Garment Production and Export Management Each paper contains 50 marks. For regular and non collegiate practical paper will be of 50 marks. For regular and non collegiate students internal Record and assignments will be of 25 marks	
Course Code: GPM303Pr-A	Course Title: Surface Embellishments
Objective: To introduce students to various surface ornamentation techniques used in apparel and textiles, and to develop proficiency in applying these embellishments creatively.	
Credits :2	Core: Compulsary
Maximum Marks 50	Min. Passing Marks: 25
External examiner Assessment: 25	Internal Record and Assignments: 25
Contact Hours /Week :<u>4 hours per weekper batch of 20 students</u>	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 04 hours	

Topic

**No. of
Lectures
20**

1. Make samples (any 5) of following traditional embroideries-

Kashida, Kantha, Kasuti, Embroidery of Kutch & Kathiawar, Phulkari, Chamba Rumal and Chikankari

Create pattern with application of any value addition technique construct home furnishing like cushion cover, bed spreads with pillow cover, table cover/ table runner, wall panel or accessories like bags, belts, yolk etc

2. Decorative Embellishment Techniques

Hand embroidery

35

Edging: lace, piping, beads, Sequins, , stones, dori, buttons, Zardosi, mirror work,

Multiple fabric texture: Patch Work, Applique Work, Layering, Quilting, Ribbon Work Fringes , Couching And Smocking

Create small samples showcasing combination techniques

Final Product Development: Design and create one finished product with surface embellishment, such as: Cushion cover, Tote bag, Kurti yoke, Wall hanging or panel, apparel

Emphasis on design creativity and neat execution

Assignment

Market survey:

- Collection of various types of fabrics
- Collection of various types of embellishments
- Types of value addition on fabric

10

Colour combinations- 50 samples (fabric swatch,/draw and colour/ print)

Suggested reading:

Wood , D. the practical encyclopedia of sewing , publishing Ltd,USA

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GPEM) (To be offered to the Women candidates in girls Colleges Only)		
Programme: B.A./B.Com./B.Sc. Part -III Semester - VI	Year: III	Semester: VI Paper :II
Subject: Garment Production And Export Management Each paper contains 100 marks. For regular and non collegiate theory paper will be of 70 marks. For regular students internal evaluation of marks 30 are divided into 10 marks for assignment, 10 marks for written test and 10 marks for viva/presentation. For non collegiate students internal evaluation marks 30 are divided into 20 marks for assignment and 10 marks for viva/presentation.		
Course Code: GPM304Th-B	Course Title: International Marketing	
Objective: To equip students with knowledge of international marketing principles applied to the apparel and garment sector, focusing on export strategies, global market dynamics, and brand positioning.To develop understanding about product development , pricing and channel of distributions.		
Credits : 4	Core: Compulsary	
Maximum Marks	70	Min. Passing Marks: 28
Continuous Assessments	30	
Contact Hours /Week	04 hours	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 03 hours		
Note: The Syllabus is Divided into five independent units and Question Paper will be divided into two sections. • Section -A will carry 20 marks with 01 compulsory Question comprising 10 short answer type questions taking two questions from each unit. Each question shall be of two marks. • Section-B will carry 50 marks with equally divided into five long answer type questions Paper setter shall be advised two set two Questions from each unit and students are instructed to attempt five questions by selecting one question from each unit.		

Unit	Topic	No. of Lectures
Unit - I	International Marketing: Nature and Scope of International Marketing, International Marketing Vs Domestic Marketing, Importance of International Marketing, Problems and Challenges of International Marketing	12
Unit-II	Market Entry Strategies, Licensing,/franchising, Exporting,	12

turnkey contracts, joint venture, Mergers and acquisition, Direct and Indirect exporting.

Unit-III	Product Planning and Development: Product Planning, Product line and mix, Product life cycle, product mix Decisions. Promotion of products: Advertisement, personal selling, trade fairs & exhibitions	12
Unit-IV	International Pricing: Pricing Objectives, Factors Influencing Pricing, and Difference in pricing in Domestic and International Marketing, Price Determination, Price Quotation.	12
Unit-V	Physical Distribution: Meaning, Characteristics of channel of distribution, types of Export, channels of Distribution, Factors affecting logistics or physical Distribution. Tariff, Custom, Insurance	12

Course Learning Outcome: After studying this elective paper, students will gain knowledge about International Marketing with respect to Garment Industry. They are expected to use the knowledge in product planning and development that are as per trends.

SUGGESTED READINGS-

Varshney Bhattacharya, International marketing management an Indian perspective.
Darlie O.Koshy – ‘Garment Exports-Winning Strategies’ .
Rathore , Kothari, ”International Marketing”, Ramesh Book Depot, Jaipur.
Diamond, E., Fashion Retailing A Multi-Channel Approach, Prentice Hall, 2005
Kotler, Pand Armstrong, G., Principles Of Marketing, Prentice Hall Of India , New Delhi, 1999
Bhardwaj, S.K Nad Mehta , P.V., Managing Quality In Apparel Industry, New Age International , New Delhi,
NarangMeenakshi "Garment Export Management"
AEPC Publications – <https://www.aepcindia.com> (Schemes, buyers’ guides, export guidelines)
DGFT/Ministry of Textiles Notifications – <https://texmin.nic.in>

GARMENT PRODUCTION AND EXPORT MANAGEMENT (GP EM)

(To be offered to the Women candidates in girls Colleges Only)

Programme: B.A./B.Com./B.Sc. Part -III Semester - VI

Year: III

Semester: VI
Practical: II

Subject: Garment Production and Export Management	
Each paper contains 50 marks. For regular and non collegiate practical paper will be of 50 marks. For regular and non collegiate students internal Record and assignments will be of 25 marks	
Course Code: GPM304Pr-B	Course Title: Apparel Design and Construction
Objective: To equip students with the technical knowledge and hands-on skills required for designing, drafting, and constructing garments with professional accuracy and creative styling	
Credits :2	Core: Compulsary
Maximum Marks 50	Min. Passing Marks: 25
External examiner Assessment: 25	Internal Record and Assignments: 25
Contact Hours /Week :<u>4 hours per weekper batch of 20 students</u>	Total No. of Lectures-Tutorials-Practical (in hours per week): 4-4
Duration of Exams 04 hours	

Topic	No. of Lectures
1. Samples:	10
(a) Kurta Placket	
(b) Pockets - Patch, Bound, Inseam, Kurta Pocket	
(c) Machine buttonholes and Machine Embroidery	
2. Garment Testing -	20
Visual Inspection: Seam alignment, Seam Slippage and strength, Loose threads or skipped stitches & Color consistency	
Other Quality Control Tests: Dimensional Stability Test, Colorfastness Tests to washing, Rubbing and Light, Tensile Strength and Seam Strength, Pilling Resistance Test, Flammability Test	
3. Design, draft and stitch following gent's garments: (any two)	20
(a) Bengali Kurta with Aligarhi Pajama	
(b) Kalidar Kurta with Plain Pajama	
(c) Night Suit	
(d) Jackets	
Assignment	
1. Computers aided Designing and manufacturing	10
2. Field trips to export houses and mass production centre	
3. Market Survey and Project Report.	

Suggested Readings

"Garment Manufacturing Technology" – T. Karthik
 "Fundamentals of Garment Manufacturing" – S. Rathinamoorthy
 "Export Marketing" – T.A.S. Balagopal
 AEPC & DGFT Guidelines – www.aepcindia.com, www.dgft.gov.in
 NIOS Fashion Studies Modules – www.nios.ac.in