

6.1 ADVANCED PATTERN MAKING – II

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RATIONALE

The students are supposed to perform the jobs of pattern maker when engaged in garment manufacturing. After going through this subject, students will be able to manipulate different darts, increase or decrease any pattern proportions and prepare commercial patterns.

DETAILED CONTENTS

PRACTICAL EXERCISES

1. Preparing Industrial Patterns as per the measurement chart (spec sheet) for the following:
 - Men's trouser
 - Men's waistcoat
 - Men's kurta
 - Men's pyjama
 - Men's shirt

RECOMMENDED BOOKS

1. Pattern Cutting for Women's Outwear by Cooklin, Gerry
2. Islamic Patterns: An Analytical and Cosmological Approach by Critchlow
3. Repeat Patterns: A Manual for Designers, Artists and Architects by Phillips and Bunce

6.2 BASICS OF MANAGEMENT

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RATIONALE

The diploma holders are generally expected to take up middle level managerial positions, their exposure to basic management principles is very essential. Topics like Structure of Organization, Leadership, Motivation, Ethics and Values, Customer Relationship Management (CRM), Legal Aspects of Business, Total Quality Management (TQM), Intellectual Property Rights (IPR) etc. have been included in the subject to provide elementary knowledge about these management areas.

DETAILED CONTENTS

1. Principles of Management (06 hrs)
 - 1.1 Introduction, definition and importance of management
 - 1.2 Functions of Management
Planning, Organizing, Staffing, Coordinating, Directing, Motivating and Controlling
 - 1.3 Concept and Structure of an organization

Types of industrial organization
 - a) Line organization
 - b) Functional organization
 - c) Line and Functional organization
 - 1.4 Hierarchical Management Structure
Top, middle and lower level management
 - 1.5 Departmentalization
Introduction and its advantages
2. Work Culture (06 hrs)
 - 2.1 Introduction and importance of Healthy Work Culture in organization
 - 2.2 Components of Culture
 - 2.3 Importance of attitude, values and behaviour
Behavioural Science – Individual and group behaviour
 - 2.4 Professional ethics – Concept and need of Professional Ethics

- 3. Leadership and Motivation (06 hrs)
 - 3.1 Leadership
 - 3.1.1 Definition and Need of Leadership
 - 3.1.2 Qualities of a good leader
 - 3.1.3 Manager vs. leader
 - 3.2 Motivation
 - 3.2.1 Definition and characteristics of motivation
 - 3.2.2 Factors affecting motivation
 - 3.2.3 Maslow's Need Hierarchy Theory of Motivation
 - 3.3 Job Satisfaction
- 4. Legal Aspects of Business: Introduction and need (06 hrs)
 - 4.1 Labour Welfare Schemes
 - 4.1.1 Wage payment - Definition and types
 - b) Incentives-Definition, need and types
 - 4.2 Factory Act 1948
 - 4.3 Minimum Wages Act 1948
- 5. Management Scope in different Areas (12 hrs)
 - 5.1 Human Resource Development
 - 4.3.1 Introduction and objective
 - 4.3.2 Manpower Planning, recruitment and selection
 - 4.3.3 Performance appraisal methods
 - 5.2 Material and Store Management
 - a) Introduction, functions and objectives of material management
 - b) Purchasing: definition and procedure
 - c) Just in time (JIT)
 - 5.3 Marketing and Sales
 - a) Introduction, importance and its functions
 - b) Difference between marketing and selling
 - c) Advertisement- print media and electronic media
 - d) Market-Survey and Sales promotion.

- 5.4 Financial Management – Introduction
 - a) Concept of NPV, IRR, Cost-benefit analysis
 - b) Elementary knowledge of Income Tax, Sale Tax, Excise duty, Custom duty, Provident Fund
- 5.5 Maintenance Management
 - a) Concept
 - b) Preventive Maintenance
- 6. Miscellaneous topics (12 hrs)
 - 6.1 Customer Relationship Management (CRM)
 - a) Definition and Need
 - b) Types of CRM
 - c) Customer satisfaction
 - 6.2 Total Quality Management (TQM)
 - a) Inspection and Quality Control
 - b) Concept of Quality Assurance
 - c) TQM
 - 6.3 Intellectual Property Rights (IPR)
 - 4.3.4 Introduction, definition and its importance
 - 4.3.5 Infringements related to patents, copyright, trade mark

INSTRUCTIONAL STRATEGY

It is observed that the diploma holders generally take up middle level managerial positions, therefore, their exposure to basic management principles is very essential. Accordingly students may be given conceptual understanding of different functions related to management. Some of the topics may be taught using question answer, assignment or seminar method. The teacher will discuss success stories and case studies with students, which in turn, will develop appropriate managerial qualities in the students. In addition, expert lectures may also be arranged from within the institutions or from management organizations. Appropriate extracted reading material and handouts may be provided.

RECOMMENDED BOOKS

1. Principles of Management by Philip Kotler TEE Publication
2. Principles and Practice of Management by Shyamal Bannerjee: Oxford and IBM Publishing Co, New Delhi.
3. Financial Management by MY Khan and PK Jain, Tata McGraw Hill Publishing Co., 7, West Patel Nagar , New Delhi.
4. Modern Management Techniques by SL Goel: Deep and Deep Publications Pvt Limited , Rajouri Garden, New Delhi.
5. Management by James AF Stoner, R Edward Freeman and Daniel R Gilbert Jr. : Prentice Hall of India Pvt Ltd, New Delhi.
6. Essentials of Management by H Koontz, C O' Daniel , McGraw Hill Book Company, New Delhi.
7. Marketing Management by Philip Kotler, Prentice Hall of India, New Delhi
8. Total Quality Management by DD Sharma, Sultan Chand and Sons, New Delhi.
9. Intellectual Property Rights and the Law by Dr. GB Reddy.
10. Service Quality Standards, Sales & Marketing Department, Maruti Udyog Ltd.
11. Customer Relationship Management: A step-by-step approach, Mohamed & Sagadevan Oscar Publication, Delhi
12. Customer Relation Management, Sugandhi RK, Oscar Publication, Delhi.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (hrs)	Marks Allotted (%)
1	06	15
2	06	10
3	06	15
4	06	10
5	12	25
6	12	25
Total	48	100

6.3 CAD IN PATTERN MAKING

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RATIONALE

The term CAD has found its way into all major disciplines that have got anything to do with designing or drafting techniques. The objective is to expose professionals and to meet the needs of the users by complementing their knowledge, skills and creativity in the field of garment technology and their application in the industry.

DETAILED CONTENTS

PRACTICAL EXERCISES

(Software: Use of Corel Draw and Adobe Photoshop)

PRACTICAL EXERCISES

1. Knowledge and operation of CAD package for pattern making, digitizing, grading and marker making for the following: -
 - Adult Women's bodice block
 - Shifting of darts to basic waist dart
 - Sleeve block
 - Dart manipulation – single dart series adding fullness in darts
 - Shirt block
 - Collar – Convertible collar
 - Non- convertible collar
 - Sleeves – Puff sleeve
 - Bell sleeve
 - Shirt sleeve with cuff
 - Grading and marker layout of above

Note :- Select any one of the software from the following or any other available in the market

- a) Lectra
- b) Tuka Tech. Inc. U.S.A.
- c) Gerber Garment Technology (GGT)
- d) Reach Technologies
- e) Any other pattern making package available in markets(latest version)

6.4 DESIGN PORTFOLIO

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RATIONALE

Portfolio provides a challenging platform for the students to demonstrate their analytical skills necessary for fashion designing. Thus the student should be able to design a catalogue depending on various design themes for boutiques and domestic markets / area of their interest.

DETAILED CONTENTS

Practical Exercises

1. Compilation of the relevant work done in previous semesters e.g.
 - Important swatches of surface ornamentation
 - Design collection of various categories
 - Abstracts of craft documentation
 - Important features of Industrial Training etc.

6.5 EMPLOYABILITY SKILLS – II

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RATIONALE

The present day world requires professionals who are not only well qualified and competent but also possess good communication skills. Our diploma students not only need to possess subject related knowledge but also soft skills to get good jobs or to rise steadily at their work place. The objective of this subject to prepare students for employability in job market and survive in cut throat competition among professionals.

DETAILED CONTENTS

1. Oral Practice
 - i) Mock interview (05 hrs)
 - ii) Preparing for meeting (05 hrs)
 - iii) Group discussion (05 hrs)
 - iv) Seminar presentation (05 hrs)
 - v) Making a presentation (12 hrs)
 - a) Elements of good presentation
 - b) Structure and tools of presentation
 - c) Paper reading
 - d) Power point presentation

6.6 MAJOR PROJECT WORK

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RATIONALE

Individual creativity is expressed in design collections. It will enable them to comprehend the relevance of class-room knowledge and skills. Therefore, a student of fashion Design should be able to incorporate what he has learnt in the last five semesters through this diploma programme in the live presentation

DETAILED CONTENTS

As far as possible students should be given live project problems with a view to :

- i) Develop understanding regarding the size and scale of operations and nature of field work in which students are going to play their role after completing the courses of study.
- ii) Develop understanding of subject based knowledge given in the classroom in the context of its application at work places.
- iii) Develop first hand experience and confidence amongst the students to enable them to use and apply polytechnic/institute based knowledge and skills to solve practical problems of the world of work.
- iv) Develop special skills and abilities like interpersonal skills, communication skills, attitudes and values.

For the fulfillment of above objectives, polytechnic may establish close linkage with 8-10 relevant organization for providing such an experience. It is necessary that each organization is visited well in advance and activities to be performed by students are well defined. The chosen activities should be such which are of curricular interest to students and of professional value to industrial/field organizations. Each teacher is expected to supervise and guide 5-6 students.

Effort should be made to identify actual field problems to be given as project work to the students. Project selected should not be too complex which is beyond the level of the students. The placement of the students for such a practical cum project work should match with the competency profile of students and the project work assigned to them. Students may be assessed both by industry and polytechnic faculty. The suggested performance criteria is given below:

- a) Punctuality and regularity
- b) Initiative in learning/working at site
- c) Level/proficiency of practical skills acquired

- d) Sense of responsibility
- e) Self expression/Communication skills
- f) Interpersonal skills
- g) Report Writing skills
- h) Viva voce

Suggested Project work

1. Making a design Collection
 - Selection of a theme
 - Finalising five designs-sketch
 - Development of designs into garments
 - Final presentation of the garments

Note: The above is a group assignment. Each individual should finalize one design.

A viva voce examination shall be conducted at the end of the project for assessing the work of the student. The examination committee for this purpose shall consist of a professional designer and the teacher who has guided the project. The project work should be properly displayed by the students.