

GOVERNMENT POLYTECHNIC, PUNE
(An Autonomous Institute of Govt. of Maharashtra)

Programme	:	Diploma in Dress Designing and Garment Manufacturing
Programme Code	:	01/02/03/04/05/06/07/08
Name of Course	:	Apparel Management
Course Code	:	MA488

Teaching Scheme :

	Hours / Week	Total Hours
Theory	03	48
Term Work / Practical	-	-

Evaluation:

	Progressive Assessment	Theory	Practical	Oral	Term Work
Duration	Two Class Tests of 60 Mins	03	-	-	-
Marks	20	80	-	-	-

Course Aim –

This course provides an introductory view of the managerial and technical factors which influence the day to day operation of a clothing factory. The course makes aware the students about the dramatic role of the fashion which changes frequently and guides to reconcile the conflicting requirements of the market and its manufacturing facilities in order to stay in business.

Course Objective –

Student will be able to –

- Introduce the process, the structure, the technological environment of the apparel product development.
- Develop skills in the managerial ability of the organization of a clothing industry.

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- Bifurcate various departments working together to run the activities of apparel product development such as design department, marketing department, finance department, purchasing department, production department & operation department.
- Explore the ideas and views about forecasting, fashion trends, price structure, designing, collection, planning, pattern making, grading and producing a sample garment to work in the department of designing in a clothing industry.
- Acquire the skill of marketing by getting introduced to various managerial task of marketing such as pricing distributing the product, selling, sales forecasting and budgeting.
- Explore the manner in which production functions are operated such as product manufacturing function, service functions, production engineering, personnel and training, machinery and equipment maintenance, general maintenance, store, production planning and control, budgetary control.
- Give the importance of quality and can control the system to assure the required quality.

Course Content –

Section – I

Chapter No.	Topic / Subtopic	Hours	Marks
1	The Process and the Structure of the Apparel Industry a) Structure b) Technological Environment of Product development. c) The process of product development	04	10
2	The Organization of a Clothing Industry a) Principles of Management b) Definition of Management c) Functions of Management	06	10

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	Planning, Organizing, Staffing, Direction, Control.		
3	Design Department a) Forecasting b) Fashion Trends c) Price Structure d) Designing e) Collection f) Planning g) Pattern Making h) Production of Sample Garment i) Pattern Grading.	08	08
4	Marketing Department a) Definition of Marketing Management b) Marketing calendar c) Product Pricing d) Price Evaluation e) Product Planning f) Customers g) Distribution h) Selling h) Sales Forecasting	06	12

Section – II

Chapter No.	Topic / Subtopic	Hours	Marks
5	Finance Department a) Definition of Finance Management b) Functions of the Finance Department c) Providing Management Information	04	06

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	<ul style="list-style-type: none"> d) Budgeting e) Garment Costing Administration 		
6	<p>Purchasing Department</p> <ul style="list-style-type: none"> a) Objective of the Purchase Department b) Function of the Purchase Department c) Information of Suppliers d) Prices e) Processing f) Verification g) Speculative buying h) Store keeping i) Stock management j) Purchase Order. 	06	08
7	<p>Production Department</p> <ul style="list-style-type: none"> a) Objective and Functions of the Production department. b) Manufacturing Functions c) Service Functions d) Production Engineering e) Personnel and Training f) Machinery and Equipment Maintenance g) General Maintenance h) Technical Stores i) Control Functions j) Production Planning and Control h) Budgetary Control 	08	12
8	<p>Operations Department</p> <ul style="list-style-type: none"> a) Company calendar 	06	14

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b) Pre production planning and control c) Order Concentration d) The Production order e) Production Planning and Control f) Marker and cut Planning g) Marker planning h) Cutting Room Production Planning i) Control Procedures		
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Learning Resources: - Books, Magazines, Journals LCD, etc.

Reference Books

Author	Title	Publisher
Gerry Cooklin	Introduction to Clothing Manufacture	Hartniolls Ltd. Cornwadi
Jones Richard M.	Apparel Industry	
Harold Carr-John Pomeroy	Fashion Design & Product Development	
Chuter A. J.	Introduction to Clothing Production Management	London BSP pro Books
Diamond Jay	Retail Buying	
Devid J. Tyles	Material Management in Clothing Production	Book Base Ltd.

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Specification Table :

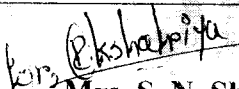
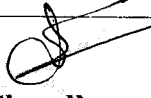

Sr. No.	Topic	Knowledge	Comprehension	Application	Total
1.	<u>Section – I</u> The Process and the Structure of the Apparel Industry	04	02	04	10
2.	The Organization of a Clothing Industry	04	02	04	10
3.	Design Department	02	02	04	08
4.	Marketing Department	04	04	04	12
5.	<u>Section – II</u> Finance Department	02	02	02	06
6.	Purchasing Department	04	02	02	08
7.	Production Department	04	04	04	12
8.	Operations Department	06	04	04	14

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Instructional Strategy :

Sr. No.	Topic	Instructional Strategy
1.	Section – I The Progress and the Structure of the Apparel Industry	Theoretical treatment
2.	The Organization of a Clothing Industry	Theoretical treatment
3.	Design Department	Theoretical treatment
4.	Marketing Department	Theoretical treatment
5.	Section – II Finance Department	Theoretical treatment
6.	Purchasing Department	Theoretical treatment
7.	Production Department	Theoretical treatment
8.	Operations Department	Theoretical treatment

Prepared by :

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