

BHARATHIAR UNIVERSITY COIMBATORE-641 046**M.B.A- TEXTILE MANAGEMENT**

(For the CPOP students admitted during the academic year 2012-2013 & onwards)

SCHEME OF EXAMINATIONS - (CBCS Pattern)

Study components	COURSE TITLE	Ins.hrs/week	Examinations				Credits
			Dur.hrs	CIA	Marks	Total	
SEMESTER-I							
1.1.	The Management Principles and Applications	5	3	25	75	100	4
1.2.	Accounting and Finance for Managers	5	3	25	75	100	4
1.3.	Marketing for Managers	4	3	25	75	100	4
1.4.	HRM Challenges and Directions	5	3	25	75	100	4
1.5.	Production/ Operation Management	5	3	25	75	100	4
1.6.	Information System for managers	4	3	25	75	100	4
1.7.	Computer Application in Management	2	-	-	-	-	-
SEMESTER-II							
2.1.	Organizational Design Development and Change	5	3	25	75	100	4
2.2.	Fashion Merchandising	4	3	25	75	100	4
2.3.	Basics of Textiles	5	3	25	75	100	4
2.4.	Technology Management	4	3	25	75	100	4
2.5.	Strategic Management	5	3	25	75	100	4
2.6.	Business Skill-I	5	3	25	75	100	4
2.7.	Computer Applications in Management*-Practical	2	3	40	60	100	4
a)	Management Practical*	-	-	-	-	-	-
b)	Comprehensive Viva-Voce(Internal)#	-	-	-	-	-	-
SEMESTER-III							
3.1.	Apparel Quality Standards and Implementation	5	3	25	75	100	4
3.2.	Entrepreneurship Development	5	3	25	75	100	4
3.3.	Business skills-II	5	3	25	75	100	4
3.4.	Yarn and Fabric Production Management	5	3	25	75	100	4
3.5.	Garment Production Management	5	3	25	75	100	4
3.6.	Textiles logistics and supply Chain Management	5	3	25	75	100	4
3.7.	Summer Placement Project Report and Viva Voce		-	20	80	100	4
SEMESTER-IV							
4.1.	Research Methodology for Management Decisions	6	3	25	75	100	4
4.2.	International Business	6	3	25	75	100	4
4.3.	Textile costing	6	3	25	75	100	4
4.4.	Advertising and Sales Promotion	6	3	25	75	100	4
4.5.	Project work	6	3	25	75	100	4
c)	Management Practice*	-	-	25	-	-	-
d)	Comprehensive Viva-Voce(Internal) *	-	-	25	-	-	-
TOTAL		-	-	-	-	2500	100

* The course will be taught during the third and the fourth semesters.

*** Application based project work would be guided by one or two teachers (in the case of inter functional), the evaluation should be expected who have not less than five years of experience in the respective fields of specialization.

The comprehensive viva-voce is to be internally evaluated/ conducted by the colleges/ institutes themselves and be awarded the grades. No external examiners.

Note: 4 1/2 hrs of contact session including 3 hrs of mandatory contact hours and 1 1/2 hrs of Optional / tutorial sessions.

SEMESTER-I

1.1 THE MANAGEMENT PRINCIPLES AND APPLICATION

UNIT-I

Management-Meaning, definitions, importance, nature and functions of management, levels of management. Management: A Science or Art? Scientific Management- Managerial Functions and Roles – Evaluation of Management Theory. Planning- meaning, definitions, nature, importance of planning, types of planning, process involved in planning, process and types of decision making.

UNIT-II

Organizing- meaning, definition, nature benefits, process, principles and limitation of organizing, types of organizing – Organisation Structure, Span of Control – Use of Staff units and Committees - Differences between formal organization and informal organization.

UNIT-III

Directing- definition, nature, principles, benefits and elements of direction. Staffing- definition, need, nature, benefits and objectives.

UNIT-IV

Communication- definition, meaning and nature of communication, importance and process of communication, types of communication – Factors of Effective Communication.

UNIT-V

Control and co-ordination-meaning, definition, benefits of control, mentioning the control process in detail, Types, characteristics and techniques used in control, definition, need, techniques and types of co-ordination, characteristics and principles of co-ordination.

Reference Books:

1. Business Organisation --- Bhushan Y. K.
2. Principles of Management --- L.M. Prasad.
3. Business Management --- Dinkar Pagare
4. Principles of Business Organisation and Management --- P.N. Reddy.

1.2 ACCOUNTING AND FINANCE FOR MANAGERS

UNIT-I (Problem & Theory)

Accounting frame work-Accounting and its functions, accounting concepts and standards, accounting information and its applications. Kinds of Accounts – Preparation of Journal and Ledger Accounts – Subsidiary Books – Cash Book – Types – Purchase Book – Sales Book – Purchase Return – Sales Return.

UNIT-II (Problem & Theory)

Understanding financial statements- construction and analysis of balance sheet, construction and analysis of profit and loss account, construction and analysis of funds flow and cash flow statements..

UNIT-III (Problem & Theory)

Cost management- understanding and classifying cost, absorption and marginal costing, cost volume- profit analysis, variance analysis. Material and Labour Variance – Budgeting and Preparation of various Budgets.

UNIT-IV (Theory only)

Financial management: Meaning, Definition, Objectives of Financial Management – Profit and Wealth Maximisation - Scope of Financial Functions – Source of Finance – Short and Long Term – Shares, Debentures, Preferred stock – Debt.

UNIT-V (Problem and Theory)

Financial decisions- management of working capital, capital structure, dividend decisions. – Cost of Capital – Cost of Specific Source of Capital, Equity, Debt, Reserves, Weighted Average – Operating Leverage and Financial Leverage.

(Problem carries 70 marks and Theory carries 30 marks)

Reference Books:

1. Advanced Accountancy --- Jain and Narang
2. Cost and Management Accounting --- Sharma and K. Gupta.
3. Financial Management --- Khan and Jain.

1.3 MARKETING FOR MANAGERS

UNIT-I

Marketing: Meaning, Definition- introduction to marketing, marketing in a developing economy, marketing of servicing. Marketing planning and organization- planning marketing mix, market segmentation, market organization, marketing research and its applications.- Marketing Functions- Ethics- Concept.

UNIT-II

Consumer Behaviour: Meaning, Definition- Scope - determinants of consumer behaviour, models of consumer behaviour, Indian consumer environment – Discipline of Consumer Behaviour – Customer Value Satisfaction.

UNIT-III

Product management: Meaning- product decision and strategies, product life cycles and new product development, branding and packaging decisions – Product Mix – Modification and Elimination

UNIT-IV

Pricing: Meaning and promotion strategy- pricing policies and practices, marketing communication, advertising and publicity, personal selling and sales promotion – Factors influencing Pricing Decision, Competitor's action to Price change.

UNIT-V

Distribution : Meaning and public policy- Functions – Types - sales forecasting, distribution strategy, managing sales personnel, marketing and public policy, Cyber marketing.

Reference Books:

1. Marketing Management --- Philip Kotler
2. Marketing Management --- Rajan Nayar
3. Fundamentals of Modern Marketing --- Cundiff and Still.

1.4 HRM CHALLENGES AND DIRECTIONS

UNIT-I

Human Resource Management: Meaning - Concept and components of Human resource management, functions of human resource management, strategic human resource management, international human resource management – Organization of Personnel Department – Personnel Policies and Procedures.

UNIT-II

Human resource processes-Human resources planning, procurement of human resources, Reward management, job analysis, performance appraisal. Human resource development- HRD concept and process, performance coaching and mentoring, competencies based human resource mapping, carrier management, training and development.

UNIT-III

Human resource valuation- Importance - human resource information systems, - Steps to retain the Human Resource - human resource audit, human resource accounting.

UNIT-IV

Human resource relationship and well-being- employee relations, employee welfare, employee health and safety, Dharmic human resource management – Retirement Benefits.

UNIT-V

Human resources- challenges, trends, and perspectives- challenges of HRM, current trends in HRM, future of HRM.

Reference Books:

1. Human Resource Management --- VSP. Rao.
2. Personnel Management and Industrial Relations --- Tripathy.
3. Human Resource Management --- Bhaskar Chatterjee.
4. Personnel Management and Industrial Relations --- Memoria.

1.5 PRODUCTION / OPERATIONS MANAGEMENT

UNIT-I

Production / operation management : Meaning Definition, Plant Location, Factors- an overview, production system : issues & environment, total quality management(TQM) Forecasting – need and importance of forecasting, qualitative methods of forecasting, quantitative methods of forecasting.

UNIT-II

Production system design- Changes in Production System Design - capacity planning, facilities planning, work system design, managing information for production system.

UNIT-III

Production planning & Control – Principles-scheduling- aggregate production planning, just-in-time (JIT), Information Flow – Routing -scheduling & sequencing – Dispatching.

UNIT-IV

Materials Management: Meaning, Principles- Structure – Integrated Materials Management – Purchasing – Procedure – Principles – Import substitution and Import Purchase Procedure – Vendor Rating – Vendor Development. planning- independent demand system, dependent demand system.

UNIT-V

Emerging issues in planning / operations management- total productive maintenance advanced manufacturing system, computers in planning / operations management.

Reference Books:

1. Production Management --- Banga and Sharma
2. Materials Management --- M.V. Varma.
3. Industrial Engineering and Management --- O.P. Khanna.

1.6 INFORMATION SYSTEM FOR MANAGERS

UNIT-I

Information system - an overview, computer systems, computer software, networking technologies. Information systems-I, in MIS perspectives, information systems economics, management information and control systems.

UNIT-II

Information systems-II, information systems and functional area applications, transaction processing systems-I: human resource and marketing management, transaction processing systems-II: operations and financial management, integrated applications.

UNIT-III

System analysis and computer languages- building information systems, system analysis and design, computer programming and languages.

UNIT-IV

Support systems for management decisions, Planning, Organising, Controlling – MIS for specific Functions , Personnel, Finance, Marketing, Inventory, Production Data Base Management System, Models – Hierarchical Network - database resource management.

UNIT-V

Data ware housing and data mining- practical and strategic information management: DSS and ESS, intelligent support systems, emerging trends in IT.

Reference Books:

1. Management Information System --- Murdick and Rose.
2. Management Information System --- James O brien
3. Computer Application in Business --- Subramanian .k

1.7 COMPUTER APPLICATION IN MANAGEMENT

UNIT-I

WORD- Creating a new document with templates & wizard- creating own document- opening/ modifying a saved document- converting files to and from other document formats- using keyboard short- cuts & mouse- adding symbols& pictures to documents- headers and footers- finding and replacing text- spell check and grammar check,- formatting text- paragraph formats- adjusting margins, line space- character space- changing front type, size- bullets and numbering- tables- adding, editing, deleting tables- working within tables- adding, deleting, modifying rows and columns- merging & splitting cells.

UNIT-II

EXCEL- Working with worksheets- cells- entering, editing, moving, copying, cutting, pasting, transforming data- inserting and deleting of cells, rows & columns- working with multiple worksheets- switching between worksheets- moving, copying, inserting and deleting worksheets- using formulas for quick calculations- working & entering a formula- formatting a worksheet- creating and editing charts- elements of an EXCEL chart- selecting data to a chart- types of chart- chart wizard- formatting chart elements- editing a chart- printing charts.

UNIT-III

POWERPOINT- Creating new presentations- auto content wizard- using template- blank presentation- opening existing presentations- adding, editing, deleting, copying, hiding slides presentations- applying new design- adding graphics- using headers and footers- animation text – special effects to create transition slides- controlling the transition speed- adding sounds to slides- using action buttons.

UNIT-IV

TALLY- Introduction and installation required Hardware, Preparation for installation of Tally Software, installation. Working in Tally: Opening new company, safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book Bank Books, Ledger Accounts, Group Summary, Sales Register and purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

UNIT-V

Practical: Simple problems to be done in WORD, EXCEL and POWER POINT using all the above mentioned topics.

Reference Books:

1. Office 2000 --- Stepher L. Nelson.
2. PC-Software for window made simplex --- R.K. Taxali
3. PC –Software for Office- Automation --- T. Karthikeyan

SEMESTER-II**2.1 ORGANIZATIONAL DESIGN DEVELOPMENT AND CHANGE****UNIT-I**

Organization: Meaning, Definition, Importance, Scope - approaches to understanding organization, factors affecting organizations structures.

UNIT-II

Organizational Design- Need of Organizational Design -Typology of organization structures, some basic organization design and restructuring- Advantages of Organizational Design.

UNIT-III

Approaches to work design- Factors to be considered while designing the work Organizing and analyzing work, job design, emerging issues of work organization and quality of working life – Problems in existing work Design.

UNIT-IV

Organization analysis- Organizational diagnosis: Tools and Techniques, Questionnaire as a Diagnostic Tool, Interview as Diagnostic Tool, Workshops, Task- forces and other methods.

UNIT-V

Organizational development : Meaning, Definition, Characteristics , Benefits, Techniques and Limitations and change- Organizational development, Alternative Interventions, Process of change, Change Agents: Roles and Competencies, Institution Building.

Reference Books:

- 1.Organisational Behaviour --- K. Ashwathappa
- 2.Organisation Theory and Behaviour --- B.P. Singh and T.N. Chhapbra.
- 3.Business Organisation and Office Management --- R. K. Sharma and Gupta.

2.2 FASHION MERCHANDISING

UNIT I

Introduction to Merchandising, Understanding fashion Merchandising, Scope of Merchandising, Fashion merchandising terminology, Role of Merchandiser.

UNIT II

Types of Merchandising - Export House - manufacturer - Buying house, Buying Agency - Selection of Buyer's & Buying Agency.

UNIT III

Pre-buying Activity, Fabric types, properties and Behavior, selection of Fabric, Garment construction, Quality requirements; quality problems, Merchandiser's role after production, Delivery date extension, transport delays - Natural calamities, Importance of LC amendments.

UNIT IV

Knowledge of Fashion Trends, Brands and Designers, Introduction to international designers, Business opportunities and avenues, Interdepartmental relationship for merchandiser, Boutique handling.

UNIT V

Marketing analysis - Advertising and Media Planning, Fashion shows and other events, Industry tour and Project. Role, play, Surveys and organizing of exhibitions.

Reference Books:

1. Fashion Design and Product Development, Harold Carr and John Pomeroy, Black well Science Inc, Cambridge (1992)
2. Fashion marketing, Mike Basey, Oxford University press, Wynford Drive, Don Mills, Ontario (1995).
3. Introduction to Fashion, Patrick John, B T Batsford Ltd, Ireland, Fullham road, London (1992).
4. Fashion From Concepts to Consumer, Stephens Frings, Prentice Hall, 7th Edition 2002.
5. Marketing Management, Philip Kotler, Prentice Hall, 7th Edition 1996

2.3 BASICS OF TEXTILES

UNIT-I

Introduction to Textiles and Industry- Overview of Textile and Apparel Industry, Structure of Indian Textile and Apparel Industry, Domestic and International Market, Government policies and schemes.

UNIT-II

Fiber and Yarn- Classification and properties of Textile Fibers. Primary & Secondary characteristics of textile fibers. Production of spun yarn, Production of Filament yarn, Types of Yarn, Quality, Improvement and Numbering Systems of Yarn.

UNIT-III

Fabric- Classification of fabrics, manufacturing process, properties and uses of natural fibers (cotton, linen and jute) and manmade fibers (nylon, polyester and rayon) Technology of weaving-elements of woven design, methods of fabric representation, draft and peg plan. Technology of knitting-definition, classification types of knitting, characteristics of knitted goods, machine knitting. Commercial, Quality and end use of fabrics.

UNIT-IV

Processing- Preparatory Process (singeing, mercerization, bleaching, desizing, scouring) Dyeing Machinery, Process of Dyeing – fiber, yarn and fabric dyeing machines, Printing – methods of printing, Finishing-finishes, classification, importance of finishes & application methods.

UNIT-V

Garmenting- Pre Production Operations, Stitching, Trimming, Inspection and Finishing, Fashion. Quality control definition and scope of quality control, establishing merchandising standards, types of quality control documents.

Reference Books:

1. Textiles- Fiber to Fabric- 6th edition- Bernard P.Corbman, Mc Graw Hill Book Company, Singapore.
2. Knitting Technology –Prof.D.B.Ajgaonkar, Universal Publishing Corporation, Mumbai.
3. Watson's Textile Design and Colour-7th edition, Grosichkli Z Newness, Butter worth's, London.

2.4 TECHNOLOGY MANAGEMENT

UNIT-I

HRD: Management task of HRD – Social interest and relevance – Improving the working conditions (case studies) – Improving productivity (case studies) – Attention to human needs (case studies) – Role of personnel manager – Selection process – Induction process – Personnel appraisal – Reward systems – Training programmes (Case studies) – Role of HRD.

UNIT-II

Technology Development and Acquisition- Forecasting, Generation and Development, Transfer. Tools and techniques – Motivation of workers – Customer focus-emphasis on team work –Emphasis on competitive spirit.

UNIT-III

Concepts of quality circles – Improvement in performance of the company and quality of group behavior through quality circles - decision making process. Job evaluation and job description in textile mills (categories of workmen duties and responsibilities).

UNIT-IV

Spinning – weaving – knitting – chemical processing – garment industry – work norms – time study and other work measurement techniques – concept of performance rating.

UNIT-V

Relaxation and other allowances – Time element sheets – Methods and mathematical models for assessing work norms in textile mills. Financing, Information System, Organizing at Enterprise Level.

Reference Books:

1. Dudeja.V, “Textile Industry Management” (ATIRA), 1985.
2. Philip Cotler, “Industrial Management”. Prentice Hall, 1996.
3. “The Textile Industry”, Winning strategies for the new millennium volume 1 & 2” Textile Institute., 1999.
4. Ellis, “Industrial Engineering Hand book” Prentice Hall, 1980
5. Kalyanaraman.A.R. “Energy Conservation in Textile Industries”, SITRA, 1985.
6. Textile Machinery Maintenance – SITRA, 1999

2.5 STRATEGIC MANAGEMENT

UNIT-I

Introduction to strategic management- Need, Concept of Strategy, Process of Strategy- Benefits – Mckinsey's &S Model – Strategic vision – Corporate Mission – Objectives – Goals – Social Responsibilities – Business Ethics – Linking Strategies with Ethics – Social Audit.

UNIT-II

Strategic Analysis- Environment Analysis, Need, Scanning- Approaches-Forecasting – Techniques – Internal Analysis – Need – SWOT Analysis – Value, Chain – Functional Analysis – Grid Approaches – Critical for Evaluating internal capabilities -Competitive Forces, Internal Analysis.

UNIT-III

Business level strategy- cost, Differential and Focus strategy – Developing Alternatives – Strategy options – Diversification Strategy– Retrenchment Strategy – Factors influencing Strategy – Generic Strategy – Cultural content of Strategy – Comparing alternatives – BCG Model

UNIT-IV

Corporation Level Strategy- Growth Strategies-I, Growth Strategies-II, Strategic Alliances, Turnaround.- Strategic change Process – Diagnosing change need.

UNIT-V

Implementation and Control- Structural Dimensions, Behavioral Dimensions, Control, Evaluation of Strategy.

Reference Books:

1. Formulation of Corporate Strategy --- VS. Ramaswamy
2. Strategic Management --- Richard B. Robinson
3. Competitive Strategy --- Michel E Porter.

2.6 BUSINESS SKILLS-I

UNIT-I

Business Communication- Types of business Communication, Principles and Barriers, Business Letters and memorandum.

UNIT-II

Presentations- Individual Presentations, Group discussions, Facing Interviews.

UNIT-III

Thematic Communication- Clothing styles and body language, Eye Language Dialogued Communication, Group Communication.

UNIT-IV

Organizational Communication- Internal Communication – Short Speeches, Memo, Circulars, notices – Explanations to Superiors, Precise writing, Communication Media – Merits of Various device, Intercom, Telephone, Fax, Internet. External Communication, Report writing, Audio Visual Media.

UNIT-V

Meetings- Conduction Procedure, Resolutions, Seminars and Conferences, Board meetings, shareholders meetings.- Minutes writing.

Reference Books:

1. Essentials of Business Communication --- Rajendra Pal Korahill
2. Business Communication --- Ramesh. Ms. C.C Pattanshetti.
3. Effective Business Communication Concept --- Rodriquer MV.

2.7 COMPUTER APPLICATIONS IN MANAGEMENT (Only Practical Examination)

SEMESTER-III

3.1 APPAREL QUALITY STANDARDS AND IMPLEMENTATION

UNIT I

Introduction to quality standards, importance, benefits, levels and sources of quality, standards, British standards & ISO Standards for the Apparel Industry, ISO 9000 & 14000 standards, Total quality Management systems, Co Labeling & OKO Tex 100 standards. .

UNIT II

Sensitizing dye stuffs, allergic dyes, carcinogenic amines, red-listed as per Eco specifications, Eco management of textile and apparel industry, Global Scenario, Eco mark & Environment friendly textiles.

Garment defects. - Cutting defects, sewing defects, assembly defects, pressing, finishing and packaging defects.

UNIT III

Eco specification & restrictions in apparels and textiles - dry cleaning using ozone depleting chemicals, PH values, formaldehyde contents, heavy metal contents, Pesticides and herbicides, azo dye stuffs, Nickel, Pentachlorol phenols, color fastness, brighteners, softening agents.

UNIT-IV

Starting a quality control program, implementation of quality systems in production line, product specifications and analysis using analytical tools. Quality management through Inspection, testing and sewing quality tools.

UNIT V

Quality costs and customer returns; inspection procedures, AQL and quality control, AQL charts, packing and packaging quality tests.

Reference Books:

1. Managing quality in apparel industry, Pradeep V Mehta, NIFT Publications
2. An Introduction to quality control for the apparel industry, Mehta P V, Marcel Dekker
3. Physical testing and quality control, Vo123, No. 1/2/3 textile Institute (1993)
4. Textile Testing, John Skinkle, Brooklyn Publication, New York .
5. Textile Testing, P. Angappan & Gopala Krishnan, JK. Publications

3.2 ENTREPRENEURIAL DEVELOPMENT

UNIT-I

Entrepreneurial Scene in India in Textiles- Overview of Entrepreneurs in India, Concept, Policy, Styles and Types, Entrepreneurship and histories of Textile Entrepreneurs, Scope of Women Entrepreneurs in Textiles distributions.

UNIT-II

Entrepreneurship and SEM's- Structure and features of SEM's, Establishing SEM's, Managing SEM's, Performance assessment and control.

UNIT-III

Project Management: Meaning - Project Management overview, Concept, Characteristics, Project Life Cycle. Phases and classification of Projects, Sources of Business Idea, and Technical Feasibility Studies. Project Manager – Roles and Responsibilities.

UNIT-IV

Project Formulation- Principles, Techniques of preparation and evaluation, Formulation of detailed project report and presentations, Project management information system. Specimen of Project Report.

UNIT-V

Financial Planning- Project costing and financing, Sources of Funds, Institutional Finance Support, subsidies and reservation for Textile sectors. Project Evaluation, Objectives, Types and Methods.

Reference Books :

1. Entrepreneurial Development --- S.S. Khanka
2. Project Management --- S. Choudhury.
3. Project Management --- Denis Lock.

3.3 BUSINESS SKILLS-II

UNIT-I

Career Planning- Vision and Mission, SWOT analysis of individuals, Identifying the critical areas, Goal setting, Road Map to achieve the goal.

UNIT-II

Negotiations- Quantitative Design Making- an overview positive expressions, Diplomatic communication, Negotiations as an outcome of diplomatic communications, Art of convincing, Win-Win game plan.

UNIT-III

Relationship Building- Relationship building concepts, Dos and Dents, Internal relations factors affecting internal relations, Maintaining and sustaining the relationship.

UNIT-IV

Team building- Importance of team, Elements of team building, Forces governing the team cohesion, leadership and its constituents, a good leader is a good follower.

UNIT-V

Positive Thinking- Definition of aptitude, Attitude and their significance, steps to built up attitude, Power of positive thinking and its influence on attitude, Shareholders meetings.

Critical Thinking- Multi directional thinking, Evaluation of critical thinking, Critical thinking an aid to disaster control, stress management.

Reference Books:

1. Industrial Psychology --- Ghos
2. Organisational Behaviour --- L.M. Prasad

3.4 YARN AND FABRIC PRODUCTION MANAGEMENT

UNIT-I

Process control in spinning- spinning preparatory- kinds of fibers, spinning, post spinning. Types and characteristics of yarn.

UNIT-II

Process control in new spinning system- rotor spinning, friction spinning, air-jet spinning, vortex spinning, twist less spinning, wet spinning.

UNIT-III

Process control in weaving- weaving preparatory, shuttle looms, shuttle less looms, Woven- basic weaves- plain, warp rib, weft rib, twill, satin and sateen weaves. Fancy weaves- pile, double cloth, swivel, leno, dobby and jacquard.

UNIT-IV

Process control in knitting- Weft knitting- classification of weft knit structures, some technical terms in weft-knit structures, symbolic representation, rib knit structure, interlock knit structure, purl-knit structure ,Warp knitting – classification of warp knitting machines, Tricot & Raschel machines, Knitting cycle of Tricot & Raschel machines..

UNIT-V

Yarn quality requirements- weaving, knitting, sewing thread- construction, size, thread selection, essential qualities of sewing thread.

Reference Books:

1. Watson's advanced textile design, Grosichkli Z Newness, Butter worths, London 1989.
2. Watson's Textile Design and Colour-7th edition, Grosichkli Z Newness, Butter worth's, London.
3. Textiles- Fiber to Fabric, Corbmann BP, International student's edition, Mc Graw Hill book co, Singapore 1985.
4. Knitting Technology –Prof.D.B.Ajgaonkar, Universal Publishing Corporation, Mumbai.
5. The Technology of Clothing Manufacture-Harold Carr and Barbara Latham, Blackwell science (1994).

3.5 GARMENT PRODUCTION MANAGEMENT

UNIT-I

Process control in preparatory Processing-Singeing, Desizing and Scouring, Bleaching and Mercerizing.

UNIT-II

Process control in Processing- Dyeing-classification of colorants, fastness properties of dyes. Printing-styles of printing, screen printing, roller printing, rotary printing. Fixation and after treatment, comparison of Dyeing and Printing,

UNIT-III

Process control in Finishing- Woven, Knits, Garments. Classification, importance of finishes, application methods. Special purpose finishes- methods and application- silicone finish, anti bacterial finish, denim finish, stone wash.

UNIT-IV

Process control in Apparel Manufacturing- Cutting, Sewing, establishing merchandising standards, establishing raw material quality control specifications.

UNIT-V

Quality control in textiles- Yarn, Fabric, Garments. Quality control for packaging, warehousing and shipping, statistical quality control. Sampling plans- industry wide quality standards.

Reference Books:

1. Textile Finishing by V.A.Shenai
2. Textile Finishing by V.A.Shenai
3. Functional Finishes by Lewin and Sello.
4. Solinger, Jacob, Apparel Manufacturing Analysis, Newyork, textiles books, 1961.
5. Solinger, Jacob, Apparel Manufacturing hand book, analysis principles and practice, Columbia media corp, 1988.

3.6 TEXTILE LOGISTICS AND SUPPLY CHAIN MANGEMENT

UNIT-I

Introduction to supply chain management, Principle, concepts and features, current scenario and value chain management in textile industry , supply chain network for Apparel industry, Customer focusing in supply chain management.

UNIT-II

Demand forecasting and analysis- Planning supply and demand, measurement of demand for Apparel and Textile, Inventory Management.

UNIT-III

Managing Materials- Material flow systems in Textile Industry, Vendor network/ evaluation, Material planning and budgeting, warehousing.

UNIT-IV

Logistics and Transportation- Introduction to logistics, Inbound- outbound logistics, Transportation mix, Location strategy, Logistics and supply chain management environment.

UNIT-V

Role of information technology in supply chain management- co-ordination in supply chain, intelligent information system e-commerce, Supply chain management cases from Textile and Apparel Industry.

Reference Books:

1. Supply chain management, Sunil Chopra Peter, Pearson Publications.

3.7. SUMMER PLACEMENT PROJECT REPORT AND VIVA VOCE

SEMESTER-IV

4.1 RESEARCH METHODOLOGY FOR MANAGEMENT DECISION

UNIT-I

Research- Meaning-scope and significance- types of research- research process- characteristics of good research, scientific methods, problems in research, identifying research problem – Design of Research.

UNIT-II

Importance of research in Decision making, Defining research problem and formulation of Hypothesis, Experimental Designs.

UNIT-III

Data collection and measurement- Methods and Techniques of data collection, sampling and sampling designs, attitude measurement sales.- Kinds of Data – Editing – Coding – Tabulation- Application of Marketing.

UNIT-IV

Data presentation and analysis- Data processing, statistical analysis and interpretation of data- Non-parametric tests, multivariate analysis of data, model building decision making.

UNIT-V

Report writing and presentation-Substance of report, report writing and presentation of a report. – Layout of Report, Types, Principles of Report writing.- Graphical representation of Results.

Reference Books:

1. Marketing Research --- Boyd and Westfall
2. Marketing Research --- Gown MC.
3. Research Methodology --- C.R. Kothari.

4.2 INTERNATIONAL BUSINESS

UNIT – I

Introduction and Overview: Introduction - The Globalization of the World Economy – The Changing Nature of International Business - Differences in International Business.

UNIT – II

Country Factors National Differences in Political Economy: Introduction - Political Systems - Economic Systems- Legal Systems - The Determinants of Economic Development - States in Transition. Differences in Culture : Introduction - Social Structure - Religion - Language - Education -Culture and the Workplace - Cultural Change - Cross-Cultural Literacy - Culture and competitive Advantage.

UNIT – III

The Global Trade and Investment Environment International trade Theory : Introduction - An Overview of Trade Theory - Mercantilism -Absolute Advantage - Comparative Advantage - Huckster-Ohlin Theory - The New Trade. Theory - National Competitive Advantage - Porter's Diamond. The Revised Case for Free Trade - Development of the World - Trading System - WTO & development of World trade - Regional grouping of countries and its impact.

UNIT – IV

Foreign Direct Investment: Introduction - Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries. The Global Monetary System .The Foreign Exchange Market: Introduction - The Functions of the Foreign Exchange Market.

UNIT – V

The Strategy of International Business: Introduction - Strategy and the Firm - Profiting from Global Expansion - Pressures for Cost Reductions and Local Responsiveness - Strategic Choice. Mode of Entry and Strategic Alliances: Introduction - Entry Modes - Selecting and Entry Mode- Strategic Alliances - Making Alliances Work. Exporting, importing and counter trade: Introduction - The Promise and Pitfalls of Exporting -Improving Export Performance - Export and Import Financing - Export Assistance – Counter Trade.

Reference Books:

1. International Trade and Export Management --- Francis Cherunilam
2. Foreign Exchange and Financing of Foreign Trade --- S.K. Varghese
3. Export Management --- Y. R. Ullal .

4.3 TEXTILE COSTING

UNIT-I

Cost accounting- preparation of cost sheet, cost centers in Textile mill, process cost accounting in textiles, job order costing and its application in garment industry.

UNIT-II

Costing in spinning- ascertainment of clean cotton cost statement, wastage and output in each processing cost center up to yarn stage- selling price of various wastes. Power cost estimation- yarn realization statement, decision making using contribution per frame shift among various counts of yarn production.

UNIT-III

Costing in weaving- elements of cost- calculation of yarn requirements for , cost statements – cost center wise conversion cost from winding to weaving, cost of production of grey cloth, sort wise stock accounting of grey cloth, cost of sales of cloth sold in grey stage and sales realization.

UNIT-IV

Costing in knitting and garments, elements of cost- calculation of garment weight of different sizes, setting the knitting program and dyeing program, consumption of fabric per garment, estimation of cost of process loss in compacting, bleaching, raising, shearing, printing and dyeing, estimating the knotting rates – calculation of CMT charges- cost sheet with profit margins and foreign quotes.

UNIT-V

Activity based costing, new concepts, target costing, cost restricting issues then cost reduction measures in textile industry

Reference Books:

1. Cost control and costing in spinning mills – SITRA, Edition 1992.
2. Cost control and accounting for Textile industry – TAIRO, Edition 1990.
3. Book for Accounting for Management, S.N.Maheshwari, S.K.M Maheshwari
4. Bhave P V, Srinivasan V “Cost account in textile mills.” – ATIRA Publications. 1990

4.4 ADVERTISING AND SALES PROMOTION

UNIT - I

Advertising Management - Meaning, Objectives, and Importance. Classification of advertising, Economic and social affects of advertising, Organization of advertising department, Department, Advertising Agency Management, Campaign planning, Advertising budget

UNIT -II

Promotion Mix- Steps in communication processes, factors in deciding promotion mix. Promotion Mix tools – Product Life Cycle – Development of new Products - Strategies.

UNIT - III

Advertising Media Management- Print, Radio, TV, Cinema outdoor and other forms – advantages, Limitations, Availability, Media Rates, Media Planning and Scheduling.

UNIT -IV

Sales Force Management – Importance – Sales Force Decision – Sales Force Size – Recruitment and Selection – Training – Methods – Motivating the Salesman – Controlling – Compensation and incentives – fixing sales territories – quota – Evaluation..

UNIT –V

Sales Promotion- Sales promotion, Objectives, Tools, Planning, Implementation and control, consumer sales promotion, Trade sales promotion, Evaluation of sales promotion – After sales service – Packing – Guarantee – Personal Selling – Process of Personal Selling – Types of Salesman..

Reference Books:

1. Advertising and Sales Management – Sontakk C.N.
2. Advertising --- Bolen J.H
3. Salesmanship and Advertising --- Davar .S.K

4.5. PROJECT WORK