Name of	the Cours	e	(	Chemical Processing of Textile II			
Course (	Code: PC A	APM 501	5	Semester: V			
Duration	1:6 month	S	Γ	Maximum Marks: 100			
Teaching	Teaching Scheme			Examination	n Scheme		
Theory:	3 hrs./we	ek	Ν	Mid Semeste	r Exam.:	15 Marks	
Tutorial:	Nil		I	Assignment &	& Quiz: 10	D(=8+2) Ma	arks
			I	Attendance:	Marks 5		
Practical:	hrs./we	ek	I	End Semester	r Exam.: 7	0 Marks	
Credit Po	Credit Points:3						
Objectiv	e:						
1	To intro	luce different te	extile printing,	finishing, ef	fluent treat	ment and co	lour
	fastness.						
2	To illust	rate the need of	different finis	hing on texti	les, colour	fastness test	ing and
	effluent	treatment.					
3	To expla	in principle, me	chanism, appl	ication meth	od, style, p	process flow,	, process
	paramete	ers of textile prin	nting, finising	and effluent	treatment.		
Pre-Req	uisite:						
1	Chemica	l processing of	Textile-I (PC )	APM 402)			
2	Chemistr	ry, Physics, Intr	oduction to tex	xtiles, Textile	e fibres and	d yarns	
End Sem	ester Exa	minations Sche	me. Maximu	n Marks – 7	70. Time a	llotted – 3 h	irs.
Groups	ups Units Objective Questions			Subjective Questions			
		(MCQ only with one					
		correct answer)					
		No. of	Total	No. of	То	Marks	Total
		questions to	marks	questions	answer`	per	marks

### Chemical Processing of Textile II (PC APM 501)

		be set		to be set		question	
Α	1 to 7	10	10				
В	1 to 7			6	3	5	15
С	1 to 7			6	3	15	45

• Only multiple choice type questions (MCQ) with one correct answer are to be set in the objective part.

• Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs/Unit	Marks/Unit
1	Introduction to Textile Printing Historical background, definition, comparative between dyeing and printing, printing paste ingredients, different types of thickeners, different methods and styles of printing, block printing, roller printing, flat screen printing, rotary screen printing, transfer printing, flock printing, digital printing, direct style, discharge style, resist style, batik style, tie and dye, methods of printing screen preparation.	12	25
2	Printing of different types of fibres printing of cellulosic fibre with pigment colour and reactive dyes, printing of silk, wool and nylon with acid dyes and metal complex dyes, printing of polyester with disperse dyes, different printing faults and their remedies, steaming and curing.	6	15
3	Introduction to Textile Finishing	5	10

	Maulana Abul Kalam Azad University of Technol (Formerly West Bengal University of Tec Syllabus for B. Tech in Apparel Production Man	ogy, West B hnology) agement (A]	engal PM)
	(Applicable from the academic session 20	18-2019)	,
	Objective, classification, application methods, advantages		
	and disadvantages of different finishing processes,		
4	Mechnical Finishing		
	Principle and mechanism of calendaring, suedening, raising, napping, decating, Sanforizing or anti-shrink finishing and corduroy cutting.	5	10
5	Chemical Finishing		
	Principle, mechanism and application method of resin finishing to impart crease recovery finishing, easy care finish, wash-n-wear finish, durable press finishing, textile softener, flame retardant and flame proofing finishing, water repellent and water proofing finishing, rot resistance and mildew proof finishing, moth proofing of wool, antistatic finishing, anti-microbial finishing, organdie finishing, silky finish of polyester, denim wash, bio-wash, nano finishing, plasma finishing.	12	30
6	<b>Colour Fastness</b> Different fastness of dyed textile, light fastness, washing fastness, rubbing fastness, perspiration fastness, saliva fastness, fastness against bleaching, chemical fume, sea water, sublimation fastness.	3	5
7	<b>Effluent treatment plant (ETP)</b> Characteristic of effluent from different textile mills, chemicals and dyes creating pollution, causes of pollution,	2	5

criteria in ETP, pollution treatment menthods.		
	45	100

#### Text and reference books:

- Shenai V.A 'Technology of textile processing' Vol III, V, VII, & VIII Shevak Publications 1981.
- Datya K. V., Vaidya A A 'Chemical processing of synthetic fibres and blends' John Wiley & Sons, Newyork, 1984.
- 3. Peter R. H. 'Textile Chemistry' Vol. I & Vol. II, Textile Institute, Manchester 1970.
- 4. Miles L.W.C 'Textile Printing' dyers Pub co. UK 1981.
- Jacob Solinger, 'Apparel manufacturing Analysis' Textile Book Publisher, New York, 1988.
- W D Schindler and P J Hauser, 2004. 'Chemical Finishing of Textiles' (Cambridge, England:
- 1. Woodhead)
- 7. M Lewin and S B Sello, Ed. Functional Finishes, Handbook of Fibre Science and Technology:
- 2. Volume II, Part A and B (New York, USA: Marcel Dekker)
- 8. J.T. Marsh, An introduction to textile finishing, B.I. Publications, India, 1979.
- 9. A.J. Hall, Textile finishing, Heywoods, London, 1966.

#### **Course Outcome:**

After successful completion of this course, the students should be able to

- 1. Understand different printing and finishing process, importance of process parameters & ingredients/chemicals of textile finishing and printing.
- 2. Formulate printing paste for cellulosic fibre, silk, wool, nylon and polyester fibre.
- 3. Select finishing formulation for cellulosic fibre, silk, wool, nylon and polyester fibre
- 4. Apply the knowledge of basic principle of Effluent treatment plant in relevant field.
- 5. Understand the importance of different fastness properties of coloured textiles.

#### Special Remarks (If any): NIL

Name of	the Course:	Chemical Processing of Textile Lab II		
Course (	Code: PC APM 591	Semester: V		
Duratior	a: 6 months	Maximum Marks: 100		
Teaching	g Scheme	Examination Scheme		
Theory:		Continuous Internal Assessment:		
Tutorial:	Nil	External Assessment: 60		
Practical	3 hrs./week	Distribution of marks: 40		
Credit Po	pints: 1.5			
Course (	<b>Dutcomes:</b> At the end of this semester u	under this course student will be able to		
1	Formulate and apply printing paste re	cipe, process parameters of textile printing and		
	finishing.			
2	Apply the knowledge of textile printing	ng and finishing in industrial practices.		
3	Identity the type of finishing			
	Evaluate the different fastness property	ties of coloured textiles.		
Pre-Req	uisite:			
1	Chemical Processing of Textile II :PC	2 APM 501		
2	Chemical Processing of Textiles: I: Po	C APM 401		
3	Chemical Processing of Textile Lab I	: PC APM 492		
Practica	: 14 numbers of experiments			
		1) Intellectual skills 50		
		2) Motor skill- 50		
		2) 110001 SKIII- 30		

# Chemical Processing of Textile Lab II (PC APM 591)

Labo	ratory Experiment:
1	Printing of cotton fabric with pigment colour using block and flat screen

2	Printing of cotton fabric with direct dyes
3	Printing of cotton fabric with reactive dyes
4	Printing of silk and wool fabric with acid dyes in discharge style
5	Printing of cotton fabric with naphthol colour in batik style
6	Printing of nylon fabric with metal complex dyes
7	Printing of acrylic fabric with basic dyes
8	Printing of polyester fabric with disperse dyes
9	Anti-crease finishing of cotton fabric
10	Flame retardant finishing of cotton fabric
11	Softening finishing of cotton fabric
12	Colour fastness to washing
13	Colour fastness to light
14	Colour fastness to rubbing
The a	above list is not exhaustive. Additional laboratory work or experiments can be planned
to co	nsolidate the theoretical work and to emphasise the activities for doing rather than the
know	ving.

### Text and reference books:

- Shenai V.A 'Technology of textile processing' Vol III, V, VII, & VIII Shevak Publications 1981.
- Datya K. V., Vaidya A A 'Chemical processing of synthetic fibres and blends' John Wiley & Sons, Newyork, 1984.
- 3. Peter R. H. 'Textile Chemistry' Vol. I & Vol. II, Textile Institute, Manchester 1970.
- 4. Miles L.W.C 'Textile Printing' dyers Pub co. UK 1981.
- Jacob Solinger, 'Apparel manufacturing Analysis' Textile Book Publisher, New York, 1988.
- W D Schindler and P J Hauser, 2004. 'Chemical Finishing of Textiles' (Cambridge, England: Woodhead)
- 7. Dr. Sabrie Soloman, 3D Printing and Design, Khanna Publishing House, 2020.

- 8. M Lewin and S B Sello, Ed. Functional Finishes, Handbook of Fibre Science and Technology:
- 9. Volume II, Part A and B (New York, USA: Marcel Dekker)
- 10. J.T. Marsh, An introduction to textile finishing, B.I. Publications, India, 1979.
- 11. A.J. Hall, Textile finishing, Heywoods, London, 1966.

#### Special Remarks (If any):

At least 10 experiments should be conducted

## Maulana Abul Kalam Azad University of Technology, West Bengal (Formerly West Bengal University of Technology) Syllabus for B. Tech in Apparel Production Management (APM) (Applicable from the academic session 2018-2019) APPAREL PRODUCTION –III : (Stitching & Finishing) (PC APM 502)

ne of the Course	APPAREL PRODUCTION –III : (Stitching & Finishing)			
rse Code: PC APM 502	Semester: V			
ration: 6 months	Maximum Marks: 100			
ching Scheme	Examination Scheme			
ory: 3 hrs./week	Mid Semester Exam.: 15 Marks			
orial: Nil	Assignment & Quiz: 10(=8+2) Marks			
	Attendance: Marks 5			
tical: hr/week	End Semester Exam.: 70 Marks			
dit Points: 3				
ective:				
To impart the conceptions of	basic mechanisms of stitch formation			
To impart the knowledge of di	fferent types of stitches and seams, their properties and			
applications.				
To impart the knowledge of stitch geometry and related mathematical derivations				
To impart the knowledge of s	ewing sequences, stitch types and seam types for different types of			
garments.				
To impart the knowledge of va	arious types of trims & accessories.			
To introduce different subsequ	ent processes for finishing and packing of garment.			
To impart the knowledge of a	causes and remedies of common sewing faults			
To impart the computationa	al and numerical knowledge for production and consumption			
calculations in sewing departm	nent.			
-Requisite:				
Knowledge of Planar and solid	l geometry			
Analytical knowledge				
Mathematical and numerical s	kill.			
Elementary drawing skill				
	ne of the Course Irse Code: PC APM 502 ration: 6 months ching Scheme ory: 3 hrs./week orial: Nil ettical: hr/week dit Points: 3 ective: To impart the conceptions of 1 To impart the knowledge of di applications. To impart the knowledge of st To impart the knowledge of va To introduce different subsequ To impart the knowledge of a To impart t			

End Semester Examinations Scheme. Maximum Marks – 70. Time allotted – 3 hrs.

Groups	Units	Objective Questions (MCQonly with one correct answer)		Subjective Questions			
		No. of questions to be set	Total marks	No. of questions to be set	To answer`	Marks per question	Total marks
Α	1 to 9	10	10				
В	1 to 9			5	3	5	15
С	1 to 9			5	3	15	45

- Only multiple choice type questions (MCQ) with one correct answer are to be set in the objective part.
- Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs/Unit	Marks/Unit
1	Introduction to Stitches Definition, Classification of stitches and stitch numbers. Constructive stitches-temporary, permanent stitches. Principles and properties of special stitches like Button sewing stitch, zig-zag stitch, blind stitch, tacking, basting etc . Their applications. Stitches used for decorative purposes, embroidery stitches and their properties for both hand embroidery and machine embroidery. Specification as per ASTM standards, comparison of stitch properties, standards for good stitches.	6	15
2	Mechanism of stitch formations for major stitches	5	10

	Maulana Abul Kalam Azad University of Technology, We (Formarky West Bongol University of Technology)	est Benga	l
	Syllabus for B. Tech in Apparel Production Managemen	() it (APM)	
	(Applicable from the academic session 2018-2019	)	
	Lockstitch , Chainstitch , Overlock etc. Calculation of crimp or thread-		
	ratio in different types of stitches. Theoretical derivation for		
	determination of thread consumption from the stitch geometry.		
3	Seam		
		3	6
	Definition, types of seams and seam finishes. Their properties,	5	Ū
	suitability and application in various garments. Seam finish.		
4	Sewing sequence and types of stitches and seams		
	Sequence generally used for different types of garments like formal	10	24
	shirt Men's / Women's , casual shirt Men's / Women's , Formal /	10	24
	casual trousers, Denim trousers, Jackets, coats, skirts, Kurti / Kurta		
	, Pyajama , Knitted T-shirts , Leggings , undergarments etc.		
5	Trims and accessories		
	Different types and their uses. Stitch types used for button attachment,	4	8
	zipper attachment, lace or applique attachment etc.Fasteners, labels,		
	support materials, decorative trims.		
6	Fullness		
	Definition, methods of introducing fullness in garments-gathers,	4	8
	pleats, flares, flounces, smocking,tucks & darts, methods of		
	controlling fullness in stitching.		
7	Frequently occurred stitching faults their causes and remedies.	3	6
8	Finishing & pressing department, trimming department, packing		
	department, packing materials.	4	8
9	Sewing thread size-numbers in different systems, ticket number.		
	conversion factors . Numerical problem solving for calculation of	6	15
	production, efficiency, thread consumption in sewing etc.		-
	1		

(Applicable from the academic session 2010 2017)			
		45	100

#### Text and reference books:

- 1. Gerry Cooklin, "Introduction to Clothing Manufacture", Blackwell Science, UK, 1991
- Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Pub, USA, 1994
- 3. .Mary Mathews 'Practical clothing construction' Thomson & Co. Madras, 1974 Cock V.
- 4. 4 .'Dress making simplified' Blackwell science, 1987
- 5. Ruth E G, Grace I Kunz Apparel Manufacturing Sewn Product analysis, UK, 2005
- 6. FromFibre to Fabric. B. T. Corbman. Mc. Graw Hill
- 7. Sewing for the Apparel Industry. Claire Shaeffer. Prentice Hall.

#### **Course Outcome:**

After successful completion of this course, the students should be able to

- 1. Define seam classes with corresponding international standards and specific applications.
- 2. Apply the theoretical knowledge of stitch geometry in thread consumption calculation.
- 3. Apply mathematical and numerical knowledge for sewing production and consumption calculations
- 4. Apply the basic knowledge about different trims and accessories in apparel manufacturing.
- 5. Identify the common sewing defects and its possible causes and remedies.

### <u>Special Remarks (If any)</u>: NIL

## Maulana Abul Kalam Azad University of Technology, West Bengal (Formerly West Bengal University of Technology) Syllabus for B. Tech in Apparel Production Management (APM) (Applicable from the academic session 2018-2019) Apparel Production Lab III : Stitching & Finishing (PC APM 592)

Name of the Course:		Apparel Production Lab III : Stitching &		
		Finishing		
Course Code: PC APM-592		Semester: V		
Duratior	a: 6 months	Maximum Marks: 100		
Teaching	g Scheme	Examination Scheme		
Theory:	hrs./week	Continuous Internal Assessment:		
Tutorial:	Nil	External Assessment: 60		
Practical	3 hrs./week	Distribution of marks: 40		
Credit Po	ints: 1.5			
Course (	<b>Dutcomes:</b> After successful completion	of this course, the students should be able to		
1	Apply the knowledge of basic mechanisms of threading and stitch formation,			
2	Classify different types of stitches and seams, their properties and applications.			
3	Identify the causes and remedies of common sewing faults			
4	Apply mathematical and numerical knowledge for sewing production a			
	consumption calculations in sewing department.			
5	Apply the practical knowledge to different types of sewing threads, trims and			
	accessories commonly used in the apparel market.			
Pre-Req	uisite:			
1	1         Apparel Production –III : (stitching & finishing) :PC APM 502			
2	Knowledge of Planar and Solid geometry and basic mechanics, Knowledge about			
	aesthetic, shape and form.			
3	Basic operational skills required for sewing.			
Practical	:			
		1) Intellectual skills 50 %		

2) Motor skill-Sense of proportion and basic mechanics 50 %

Laborato	ry Experiment:
1	Introduction to different types of sewing machines, and machine parts.
2	Threading for SNLS,DNCS,Overlockmachines, button sewing machine, bar tacking
	machine etc. Thread tension adjustments. Bobbin thread winding.
3	Sample stitching of various types of stiches on muslin fabrics.
4	Creation of different types of seams and seam finishes for
	flat, lapped, superimposed, bound seam etc. using muslin fabrics.
5	Practical on calculation of thread crimp , thread consumption for various types of
	seams and stiches
6	Using the drafted paper patterns construct, finish and press the following:
	1.Formal shirt 2. Formal Trousers. Calculate thread consumption and time required
	in sewing. Total stoppage time and their causes. Identify sewing faults if any.
7	Using the drafted paper patterns construct, finish and press the following:
	1.Sari-Blouse 2. Sari-petticoat 3. Brief and vests 4. Undergarments Calculate thread
	consumption and time required in sewing. Total stoppage time and their causes.
	Identify sewing faults if any.
8	Using the drafted paper patterns construct, finish and press the following:
	1.Salwar-Kameez 2. Kurta-Pyajama 3.Skirt . Calculate thread consumption and time
	required in sewing. Total stoppage time and their causes. Identify sewing faults if
	any.
9	Using the drafted paper patterns construct, finish and press the following:
	1.T-shirt 2. Leggings etc .Calculate thread consumption and time required in sewing.
	Total stoppage time and their causes. Identify sewing faults if any.
10	Using the drafted paper patterns construct, finish and press the following:

	1.Sherwani 2. Lehenga 3. etc. Calculate thread consumption and time required in	
	sewing. Total stoppage time and their causes. Identify sewing faults if any.	
11	Practical on analysis of given garments and identify seam and stitch types, thread	
	consumption, fabric consumption etc.	
12	Visit to wholesale markets/retails and prepare folio for different types of sewing	
	threads, trims and accessories, their market price, applications and other technical	
	specifications.	
The above list is not exhaustive. Additional laboratory work or experiments can be		
nlannad t	a consolidate the theoretical work and to emphasize the activities for doing rather	

planned to consolidate the theoretical work and to emphasise the activities for doing rather than the knowing.

#### Text and reference books:

- 1. Gerry Cooklin, "Introduction to Clothing Manufacture", Blackwell Science, UK, 1991
- Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Pub, USA, 1994
- 3. .Mary Mathews 'Practical clothing construction' Thomson & Co. Madras, 1974 Cock V.
- 4. 'Dress making simplified' Blackwell science, 1987
- 5. Ruth E G, Grace I Kunz Apparel Manufacturing Sewn Product analysis, UK, 2005
- 6. FromFibre to Fabric. B. T. Corbman. Mc. Graw Hill
- 7. Sewing for the Apparel Industry. Claire Shaeffer. Prentice Hall.

#### Special Remarks (If any):

At least 10 experiments should be conducted

Name of the Course:			Testing of Fabrics and Design Analysis		
Course Code: PC APM 503			Semester: V		
Duration: 6 months		s I	Maximum Marks: 100		
Teaching	g Scheme	1	Examination Scheme		
Theory:	3 hrs./wee	ek N	Mid Semester Exam.:15 Marks		
Tutorial:	Nil	I	Assignment & Quiz: 15(=10+5) Marks		
		I	Attendance: 5 Marks		
Practical:	hrs./wee	k I	End Semester Exam.: 70 Marks		
Credit Po	oints:3				
Objective:					
1	To learn basic knowledge of different testing standards for apparel fabric				
2	To learn Basic knowledge about property common textile fabrics used in garment				
3	To learn basic methods for physical testing of fabric				
4	To learn	To learn basic testing of dyed fabric.			
5	To learn methods of analysis of fabric used in apparel				
Pre-Req	Pre-Requisite:				
1.	PC APM	301 and PC APM 391			
1	General j	General physics			
2	General	General chemistry			
3	Mathematics I and Mathematics II				
4. Textile Fibres and Yarns: PC APM 301, Textile Fabrics Formation: PC APM 401,					
End Semester Examinations Scheme. Maximum Marks – 70. Time allotted – 3 hrs.			n Marks – 70. Time allotted – 3 hrs.		
Groups	Units	<b>Objective Questions</b>	Subjective Questions		
		(MCQ only with one			
		correct answer)			

### Testing of Fabrics and Design Analysis (PC APM 503)

		No. of	Total	No. of	То	Marks	Total
		questions to	marks	questions	answer`	per	marks
		be set		to be set		question	
A	1 to 4	10	10				
В	1 to 4			6	3	5	15
С	1 to 4			6	3	15	45

• Only multiple choice type questions (MCQ) with one correct answer are to be set in the objective part.

• Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs/Unit	Marks/Unit
1.	Introduction to testing standards of apparel Introduction to Garment Testing, Objectives and significance of Garment Testing. International Standards available for Garment Testing. Introduction to REACH Audits and REACH screening. Sampling Techniques , AQL standards of Sampling. Oeko tex 100 Standards	8	16
2.	Physical Testing of Garment Principles, necessity and methods of various Physical Testing of Garment - Weight of Garment, Garment Thickness, Seam Strength, Pilling resistance, Button strength Testing , Zipper strength Testing , Formability and Sewability Testing of Apparel Fabrics. Air Permeability and Tearing Strength of Apparel Fabrics. Washing Shrinkage , Flammability Property . Needle damage check (for knitted garment). Symmetry check. Size fitting test. Waterproof test	14	32

	Ventilation test. Fabric appearance testing;		
3.	Chemical testing of garment		
	Principles , necessity and methods of various Chemical Testing of Garment - Testing the presence of Prohibited Azo dyes, Nickel in metal parts , Pentachlorophenol, PCP , Allergenic disperse dyes, Color Fastness properties – fastness to light , fastness to rubbing , fastness to washing , fastness to Ironing , fastness to dry cleaning , fastness to chlorine water , fastness to perspiration, saliva fastness. Testing of blend composition in garment. Mold contamination prevention. Metal contamination prevention. Testing intelligent textiles.	15	36
4.	Design Analysis Woven fabric analysis, steps for analysis of fabric, weave, fabric name, peg plan, drafting, denting plan, knitted fabric analysis, design plan.	8	16
		45	100

#### Text and reference books:

- 1. Introduction to Textile Science, Marjor L. Joseph.
- 2. Textile Testing, by John H., Skinkle
- 3. Textile Testing: Physical, Chemical, and Microscopical, Skinkle, John H.
- 4. Textile Testing by J.E.Booth
- 5. Fabric Testing Julian Hu

#### **Course Outcome:**

After successful completion of this course, the students should be able to

1. Explain the measurement of fabric and apparel properties

- 2. Explain the measurement of apparel related accessories' properties e students sh
- 3. Apply basics of chemical testing in apparel industry for maintaining quality.
- 4. Apply basics quality systems in apparel fabric
- 5. Interpret and analyse the tested values

#### Special Remarks (If any): NIL

Name of the Course:		Testing of Fabric and Design Analysis Lab		
Course Code: PC APM 593		Semester: V		
Duration	a: 6 months	Maximum Marks: 100		
Teaching	g Scheme	Examination Scheme		
Theory:	nil	Continuous Internal Assessment:		
Tutorial:	Nil	External Assessment: 60		
Practical	3 hrs./week	Distribution of marks: 40		
Credit Po	pints:1.5			
Course (	Dutcomes: After successful completion	of this course, the students should be able		
1	Apply the basic knowledge of different testing methods for apparel fabric			
2	Identify important property of common textile fabrics used in garment			
3	Test dyed fabric.			
4	Use to various testing instruments to a	analysis of fabric used in apparel		
Pre-Requisite:				
1	Elements of statistics			
2	General physics for measurement			
3	General chemistry about common solvents			
4	Textile Fibres and Yarns: PC APM 301, Textile Fabrics Formation: PC APM 401			
Testing of Fabrics and Design Analysis (PC APM 503)		is (PC APM 503)		
Practical: 12 number of experiments				
		3) Intellectual skills- 60 % (average)		
		4) Motor skill- 40% (average)		

### Testing of Fabric and Design Analysis Lab (PC APM 593)

Laboratory Experiment:			
1	Fabric tensile, tearing strength; bursting strength, , Interlinings-Peel bond strength		
2	seam slippage ,seam strength testing		
3	drape, stiffness, crease recovery,		
4	fabric abrasion resistance, Shrinkage testing		
5	Button and Zipper strength testing		
6	Pilling resistance testing		
7	Air permeability testing of fabric		
8	Blend composition determination of given Garment.		
9	Different Colorfastness property testing.		
10	Flammability Testing,		
11	Fabric analysis of garment fabric : woven fabric analysis-weave –draft-peg plan Warp		
	particulars-materials warp-ends per inch-count, direction &		
	amount of twist; weft particulars-material weft, picks per inch, count, direction &		
	amount of twist, crimp%, cover factor; total cover factor knitted		
	fabric analysis- structure, Wales/inch-coarse/inch-loop length, coarse/inch loop length,		
	coarse length, stitch density-tightness factor;		
12	Garment-checking procedure testing		
The above list is not exhaustive. Additional laboratory work or experiments can be planned			
to consolidate the theoretical work and to emphasise the activities for doing rather than the			
knowing.			

# Text and reference books:

- 1. ASTM Standard testing books 2011
- 2. Textile testing by J.E.Booth
- 3.Fabric Testing by Jinlian Hu

### Special Remarks (If any):

At least 10 experiments should be conducted

Name of the Course:		Knitting and Knitwear Technology	
Course C	ode: PE APM 501A	Semester :V	
Duration	: 6 months	Maximum Marks: 100	
Teaching	Scheme	Examination Scheme	
Theory:	3 hrs./week	Mid Semester Exam.:15 Marks	
Tutorial: 1	Nil	Assignment & Quiz: 15(=10+5) Marks	
		Attendance: 5 Marks	
Practical:	hrs./week	End Semester Exam.: 70 Marks	
Credit Points:3			
Objective:			
1	To impart the knowledge of various types of knitting and knitwear manufacturing		
	technology,		
	To impart the knowledge of applicat	ion of the knitwear fabric	
Pre-Requ	isite:		
1	Knowledge of yarns and their properties, knowledge of basic fabric manufacturing.		
2	Knowledge of basics of garment construction, pattern making, grading and stitching		
3	PC APM 301, PC APM 391, PC APM 401, PC APM 491		
End Semester Examinations Scheme. Maximum Marks – 70. Time allotted – 3 hrs.			

### Knitting and Knit wear Technology (PE APM 501A)

Liiu Sti								
Groups	Units	Objective Questions (MCQ only with one correct answer)		Subjective Questions				
		No. of questions to be set	Total marks	No. of questions to be set	To answer`	Marks per question	Total marks	

Α	1 to 5	10	10				10
В	1 to 5			5	3	5	15
С	1 to 5			5	3	15	45
	<u> </u>						

• Only multiple choice type questions (MCQ) with one correct answer are to be set in the objective part.

• Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs/	Marks/
		Unit	Unit
1	Introduction to knitting		
	Definition of knitting; requirement of knitted fabric for human beings; brief		
	history invention of knitted of garment; comparison of knitting with other		
	fabric manufacturing technology; Concept of warp and weft knitting; different	10	25
	types of knitted fabric and machineries; different terminology related to		
	knitted fabric, such as loop, course, wale, loop length, loop spacing etc.		
	knitting needles: latch, beard, compound, their functions and different parts;		
	loop formation sequence by using different types needle.		
2	Basic knitted structure		
	Classification of weft knitting; circular and flat-bed knitting machines: motion		
	transmission, yarn path, fabrics formation; role and function of sinker in		
	knitting; Fundamental of knit, tuck and float stitches formation; basic knitted	ed 20 40	
	structures and their production i.e. plain, rib, interlock, purl and their structure		
	with notational represent, graphical represent and corresponding cam profiles;		
	adjustment of loop length; single jersey structure: properties, derivatives,		
	ornamentation; rib structure: properties, Derivative cardigan,full cardigan-		
	Purl Structure-properties-Derivatives-Eight lock; Double knit structures:		

	(Applicable from the academic session 2010-2017)		
	single pique, double Pique, Milano rib, Swiss Pique, French pique,		
	Pontediroma, Ottaman rib etc. concept of single track and multi-track cam		
	assembly: design, needle set-out and cam set-out in multi-track cam.		
	Laddering, robing back, pleating, loop constant, fabric GSM calculation;		
	production calculation in circular knitting machine. Warp knitting;		
	comparison of weft knitting with warp knitting. Rachel and tricot knitted		
	machine; introduction to linking machinery; estimation of yarn consumption		
	for knitted fabric.		
3	Knit wear garment manufacturing		
	Types of knitted garment and their specifications; Sweaters , Cardigans , T-		
	shirts, Leggings, Undergarments etc. types of yarn used for winter garments:	2	5
	quality specification, quality requirements offabrics for winter	3	5
	garments.Process flowchart for knitted garment manufacturing. General types		
	and specifications of machines used for knitwear garments.		
4.	Type of circular sweater strip machines, production techniques for sweaters.		
	Fully fashioned sweaters description, knitting of slip-over cardigans, control		
	of defects in fully fashioned knitting; production of fully fashioned sleeves on	6	15
	v-bed flat machines. Creation of Spec-sheet andbasic patterns for Sweaters ,	0	13
	Fully Fashioned Sweaters , Cardigans , Knitted T-Shirts , Knitted Leggings		
	etc.		
5.	Cut and sew sweaters: cutting techniques, cutting machines-operating		
	difficulties and Remedies, sewing of sweater -strips- types of stitches and		
	seams used in sweaters;Sewing sequence of T-shirt : seam types , stitch types		
	and types of sewing machines used in T-Shirt manufacturing. Common	6	15
	sewing defects and its remedies. Pressing of sweaters and T-Shirt-open buck,	U	13
	steam press, body form stem press; fully automatic knitting machineries and		
	modern development like CAD, CAM etc. estimation of fabric		
	consumptionand thread consumption for knitwear garment.		
		45	100

#### Text and reference books:

- 1. D.B. Ajgaonkar, "Knitting Technology", Universal Publication Corporation, Mumbai, 1998.
- P.K. Bannerjee, "Principle of fabric Formation", CRC Press Publication, Boca Raton, 2015.
- 3. S.C. Ray, "Fundamentals and Advances in knitting Technology", Woodhead Publishing India Pvt. Ltd., New Delhi, 2012.
- 4. David J Spencer," Knitting Technology "Woodhead Publishing Limited ,Cambridge ,England .,2001.

#### **Course Outcome:**

- 1. Students will be able to identify and differentiate between the structure of warp and weft knitted fabrics, single jersey, double jersey, pique etc.
- 2. Students will be able to select the process parameters and yarn parameters for a desired knitted fabric.
- 3. Students will be able to carry out the production calculations and estimation of thread consumption in knitting.
- 4. Students will be able to select correct knitted fabrics for a particular knitwear garment.
- 5. Students will be able to prepare basic patterns for knitwear garments.
- 6. Students will be able to select correct seam, stitch and sewing machine type for knitwear garments.
- 7. Students will be able to estimate the fabric and sewing-thread requirement for knitwear garments.

#### Special Remarks (If any): NIL

## Maulana Abul Kalam Azad University of Technology, West Bengal (Formerly West Bengal University of Technology) Syllabus for B. Tech in Apparel Production Management (APM) (Applicable from the academic session 2018-2019) Knitting & Knitwear Technology lab (PE APM 591 A)

Name of	the Course	Knitting & Knitwear Technology lab		
Course (	Code: PE APM 591A	Semester :V		
Duration	n: 6 months	Maximum Marks: 100		
Teaching	g Scheme	Examination Scheme		
Theory:	nil	Continuous Internal Assessment:		
Tutorial:	Nil	External Assessment: 60		
Practical	: 3 hrs./week	Distribution of marks: 40		
Credit Po	bints:1.5			
Course (	<b>Dutcomes:</b> After successful completion	of this course, the students should be able		
1	Apply the basic knowledge of Knitti	ng		
2	Understand the concept of warp and w	veft knitted fabric formation technology.		
3	Understand the properties design varia	ation, application of knitted fabric		
4	Understand the knit wear garment ma	nufacturing process.		
Pre-Req	uisite:			
1	Knowledge of yarns and their propert	ies, knowledge of basic fabric manufacturing.		
<b>2</b> PC APM 301, PC APM, PC APM 391		1, PC APM 401, PC APM 491		
Practical: 12 number of experiments				
		1) Intellectual skills- 60 % (average)		
		2) Motor skill- 40% (average)		

Labor	Laboratory Experiment:				
1	Introduction to knitting and knitting machine.				
2	Study and understand the loop formation sequence in weft knitting.				
3	Study the yarn path, yarn tension and fabric takeup in circular knitting.				

The above list is not exhaustive. Additional laboratory work or experiments can be planned				
12	Pattern making, cutting and stitching of women's T-shirt.			
11	Pattern making, cutting and stitching of Kids knitted garment.			
10	Pattern making, cutting and stitching of Female's leggings.			
9	Pattern making, cutting and stitching of Men's T-shirt.			
	machine.			
8	Study and understand the needle setout and cam setout in multi trackcircular knitting			
7	Understand the production calculation in circular knitting.			
6	Observe and understand the gearing arrangement in circular knitting.			
5	Study the yarn path and fabric tech-up mechanism in flat bed knitting.			
4	Observe and understand the gearing arrangement in flat bed knitting.			

### Text and reference books:

1. D.B. Ajgaonkar, "Knitting Technology", Universal Publication Corporation, Mumbai, 1998.

- P.K. Bannerjee, "Principle of fabric Formation", CRC Press Publication, Boca Raton, 2015.
- S.C. Ray, "Fundamentals and Advances in knitting Technology", Woodhead Publishing India Pvt. Ltd., New Delhi, 2012.

### Special Remarks (If any):

At least 10 experiments should be conducted

## Maulana Abul Kalam Azad University of Technology, West Bengal (Formerly West Bengal University of Technology) Syllabus for B. Tech in Apparel Production Management (APM) (Applicable from the academic session 2018-2019) Manufacturing of Apparel Allied Accessories (PE APM 501 B)

Name of	the Cours	e: I	Manufacturing of Apparel Allied Accessories			
Course (	Code: PE A	APM 501 B S	Semester: V			
Duration	1:6 month	s I	Maximum Marks: 100			
Teaching	g Scheme	1	Examination Scheme			
Theory:	3 hrs./wee	k N	Mid Semester Exam.:15 Marks			
Tutorial:	Nil	I	Assignment & Quiz: 15(=10+5) Marks			
		I	Attendance: 5 Marks			
Practical	hr/week	H	End Semester Exam.: 70 Marks			
Credit Po	oints: 3					
Objectiv	e:					
1	To impar	t the knowledge of different c	categories of apparel and fashion accessories.			
2	To impar	t knowledge and idea about d	ifferent types of raw materials and production			
	processes	s of apparel allied accessories	, specially Bags , scarf , jewelries etc.			
3	To impar	t knowledge about production	n processes and calculations of the production			
	of differe	ent apparel-allied accessories	like bags , footwear , scarf , jewelries etc.			
4	To impar	rt knowledge about national a	and international quality standards for different			
	items lik	e bags, footwear, jewelries,	hats, scarf, socks etc.			
Pre-Req	uisite:					
1	Knowled	ge of Planar and solid geomet	try, fashion and colour conceptions.			
2	Knowled	Knowledge of shapes, curves, basic perception about Fashion and colour.				
3	Mathematical and numerical skill.					
<b>3</b> Elementary drawing skill.						
End Semester Examinations Scheme. Maxim		ninations Scheme. Maximu	m Marks – 70. Time allotted – 3 hrs.			
Groups	Units	<b>Objective Questions</b>	Subjective Questions			
		(MCQ only with one				
		correct answer)				

		No. of	Total	No. of	То	Marks	Total
		questions to	marks	questions	answer`	per	marks
		be set		to be set		question	
Α	1 to 10	10	10				
В	1 to 10			5	3	5	15
С	1 to 10			5	3	15	45

• Only multiple choice type questions (MCQ) with one correct answer are to be set in the objective part.

• Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs./Unit	Marks/Unit
1	Introduction to different types of apparel allied and fashion	2	5
	accessories - Handbags - leather bags , jute bags etc. , fashion		
	footwear - sneakers , high heels , boots, Mittens , Socks Straw		
	hats , caps – Scarf – Umbrella – Jewelry		
2	Manufacturing of Handbags - Sequential steps, pattern making	6	12
	techniques for bags of different silhouette – application of CAD for		
	making patterns of Bags of different silhouette cutting technology		
	cutting machines.		
3	Stitching of Leather Handbags Types of stitches used for stitching	6	14
	of leather handbagstypes, configurations, settings and applications		
	of different types of sewing machines for stitching of leather bags		
	types and properties of needles and sewing threads used . Types of		
	trims like buttons, zippers, fasteners etc. used.		
4	Stitching of Jute Handbags Types of stitches used for stitching of	6	14
	leather handbagstypes, configurations, settings and applications of		
	different types of sewing machines for stitching of leather bags		
	types and properties of needles and sewing threads used . Types of		

	Maulana Abul Kalam Azad University of Technology, (Formerly West Bengal University of Technolo Syllabus for B. Tech in Apparel Production Managem (Applicable from the academic session 2018-20	West Ben ogy) ient (APN )19)	ngal M)
	trims like buttons, zippers, fasteners etc. used.		
5	Calculation of raw materials consumptions - Testing parameters and	4	10
	international quality standards for Bags. Testing procedures		
6	Introduction to manufacturing steps and raw materials for fashion	4	10
	footwear - sneakers, high heels, boots, Mittens, Socks Different		
	sizes - size standards for domestic and export markets Quality		
	standards and Testing procedure. Calculation of raw materials		
	consumptions. Application of CAD for footwear design.		
7	Introduction to manufacturing steps and raw materials for Straw	4	8
	hats, caps. Quality standards and Testing procedure. Calculation of		
	raw materials consumptions.		
8	Introduction to manufacturing steps and raw materials for Scarf -	6	12
	different sizes size standards for domestic and export markets		
	Quality standards and Testing procedure. Calculation of raw		
	materials consumptions.		
9	Introduction to manufacturing steps and raw materials for Umbrella	2	5
	- different sizes size standards for domestic and export markets		
	Quality standards and Testing procedure. Calculation of raw		
	materials consumptions.		
10	Introduction to different types of fashion jewelry - types of raw	5	10
	materials design techniques - manufacturing steps - Quality		
	standards and Testing procedure. Calculation of raw materials		
	consumptions.		
		45	100

### Text and reference books:

- 1. The Fairchild Encyclopedia of Fashion Accessories', By: Phyllis G. Tortora, BinaAbling, Bloomsbury Publishing
- 'Handbag Designer 101: Everything You Need to Know About Designing, Making, and Marketing Handbags', By: Emily Blumenthal

- 3. 'Handbag Workshop: Design and Sew the Perfect Bag', By: Anna M. Mazur
- 4. Modern Concept of Leather and Footwear Manufacturing, By: R.D SINGH, Paperback
- 5. Big Book of Knitted Mittens: 45 Distinctive Scandinavian Patterns, By: JoridLinvik
- 6. Big Book of Knitted Socks: 45 Distinctive Scandinavian Patterns, By: JoridLinvik

#### **Course Outcome:**

- 1. Identify different categories of apparel and fashion accessories.
- 2. Differentiate between various categories of apparel and fashion accessories.
- 3. Understand the application of different categories of apparel and fashion accessories.for the fashion garments
- 4. Select the suitable raw materials and production sequence of apparel allied accessories , specially Bags , scarf , jewelries etc.
- 5. Estimate the raw material consumption and production time of different apparel-allied accessories like bags, footwear, scarf, jewelries etc.
- 6. Apply basics principle of quality standards and norms in production apparel-allied accessories like bags, footwear, scarf, jewelries etc.
- 7. Examine the finished product like bags, footwear, jewelries, hats, scarf, socks etc. according to the specific quality standard.

#### Special Remarks (If any): Nil

## Maulana Abul Kalam Azad University of Technology, West Bengal (Formerly West Bengal University of Technology) Syllabus for B. Tech in Apparel Production Management (APM) (Applicable from the academic session 2018-2019) Manufacturing of Apparel Allied Accessory Lab (PE APM 591 B)

Name of the	Course	Manufacturing of Apparel Allied			
		Accessories Lab			
Course Code	e: PE APM 591B	Semester: V			
<b>Duration:</b> 6	months	Maximum Marks: 100			
Teaching Sc	heme	Examination Scheme			
Theory: 3 h	nrs./week	Continuous Internal Assessment:			
Tutorial: Nil		External Assessment: 60			
		Distribution of marks: 40			
Practical: 3	hrs./week				
Credit Points	: 1.5				
Course Outo	come				
1	Students will acquire hands-on kn	nowledge of different categories of apparel and			
	fashion accessories.				
2	Students will acquirepractical know	owledge and idea about different types of raw			
	materials and production processe	es of apparel allied accessories , specially Bags ,			
	scarf, jewelries etc.				
3	Students will acquire practical kn	owledge about production processes and			
	calculations of the production of	different apparel-allied accessories like bags ,			
	footwear, scarf, jewelries etc.				
4	Students will acquire practical knowledge about national and international qualit				
	standards for different items like	bags, footwear, jewelries, hats, scarf, socks			
	etc.				
Pre-Requisit	te:				
1	Knowledge of Planar and solid geometry				
2	Knowledge of shapes, curves, bas	sic perception about Fashion and colour			
3	Mathematical and numerical skill				

	<u>(</u>	
3	Elementary drawing skill.	
Practical:	12 number of experiments	
		1) Intellectual skills- 60 % (average)
		2) Motor skill- 40% (average)

1       Designing of 2/3 handbags based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.         2,3       Stitching and finishing of 2/3 hand bags. Attachments of Zipper/Button/Fastener. Observation of stitching time , stoppage time etc.         4       Quality inspection of different leather bag / Jute bags collected from markets. Preparation of inspection and defect analysis report         5       Designing of 2/3 footwear based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.         6       Designing of 2/3 socks both manual designing and designing through CAD. Preparation of raw materials and costing.         7       Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.         8,9       Stitching of Scarves. Time study.         10       Quality inspections and preparation of inspection & analysis report for Scarves collected from markets.	Labora	atory Experiment:
<ul> <li>designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>2,3 Stitching and finishing of 2/3 hand bags. Attachments of Zipper/Button/Fastener. Observation of stitching time , stoppage time etc.</li> <li>4 Quality inspection of different leather bag / Jute bags collected from markets. Preparation of inspection and defect analysis report</li> <li>5 Designing of 2/3 footwear based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>6 Designing of 2/3 socks both manual designing and designing through CAD. Preparation of raw materials and costing.</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> </ul>	1	Designing of 2/3 handbags based upon particular fashion themes both manual
<ul> <li>through CAD. Estimation of raw materials and costing.</li> <li>2,3 Stitching and finishing of 2/3 hand bags. Attachments of Zipper/Button/Fastener. Observation of stitching time , stoppage time etc.</li> <li>4 Quality inspection of different leather bag / Jute bags collected from markets. Preparation of inspection and defect analysis report</li> <li>5 Designing of 2/3 footwear based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>6 Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of patterns both manually and through CAD. Estimation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats, straw-hat based upon particular fashion themes both manual</li> </ul>		designing and designing through CAD. Preparation of patterns both manually and
<ul> <li>2,3 Stitching and finishing of 2/3 hand bags. Attachments of Zipper/Button/Fastener. Observation of stitching time , stoppage time etc.</li> <li>4 Quality inspection of different leather bag / Jute bags collected from markets. Preparation of inspection and defect analysis report</li> <li>5 Designing of 2/3 footwear based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>6 Designing of 2/3 socks both manual designing and designing through CAD. Preparation of raw materials and costing.</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> </ul>		through CAD. Estimation of raw materials and costing.
<ul> <li>Observation of stitching time , stoppage time etc.</li> <li>Quality inspection of different leather bag / Jute bags collected from markets. Preparation of inspection and defect analysis report</li> <li>Designing of 2/3 footwear based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections</li> <li>Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>Designing of 2/3 hats straw-hat based upon particular fashion themes both manual</li> </ul>	2,3	Stitching and finishing of 2/3 hand bags. Attachments of Zipper/Button/Fastener.
<ul> <li>4 Quality inspection of different leather bag / Jute bags collected from markets. Preparation of inspection and defect analysis report</li> <li>5 Designing of 2/3 footwear based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>6 Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> </ul>		Observation of stitching time, stoppage time etc.
Preparation of inspection and defect analysis report         5       Designing of 2/3 footwear based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.         6       Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections         7       Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.         8,9       Stitching of Scarves. Time study.         10       Quality inspections and preparation of inspection & analysis report for Scarves collected from markets.	4	Quality inspection of different leather bag / Jute bags collected from markets.
<ul> <li>5 Designing of 2/3 footwear based upon particular fashion themes both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>6 Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual</li> </ul>		Preparation of inspection and defect analysis report
<ul> <li>designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>6 Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual</li> </ul>	5	Designing of 2/3 footwear based upon particular fashion themes both manual
<ul> <li>through CAD. Estimation of raw materials and costing.</li> <li>Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections</li> <li>Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> </ul>		designing and designing through CAD. Preparation of patterns both manually and
<ul> <li>6 Designing of 2/3 socks both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual</li> </ul>		through CAD. Estimation of raw materials and costing.
<ul> <li>Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual</li> </ul>	6	Designing of 2/3 socks both manual designing and designing through CAD.
<ul> <li>and costing. Quality inspections</li> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual</li> </ul>		Preparation of patterns both manually and through CAD. Estimation of raw materials
<ul> <li>7 Designing of 2/3 Scarves both manual designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual</li> </ul>		and costing. Quality inspections
<ul> <li>Preparation of patterns both manually and through CAD. Estimation of raw materials and costing.</li> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual</li> </ul>	7	Designing of 2/3 Scarves both manual designing and designing through CAD.
and costing.         8,9       Stitching of Scarves. Time study.         10       Quality inspections and preparation of inspection & analysis report for Scarves collected from markets.         11       Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual		Preparation of patterns both manually and through CAD. Estimation of raw materials
<ul> <li>8,9 Stitching of Scarves. Time study.</li> <li>10 Quality inspections and preparation of inspection &amp; analysis report for Scarves collected from markets.</li> <li>11 Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual</li> </ul>		and costing.
10       Quality inspections and preparation of inspection & analysis report for Scarves collected from markets.         11       Designing of 2/3 hats_straw-hat based upon particular fashion themes both manual	8,9	Stitching of Scarves. Time study.
collected from markets.	10	Quality inspections and preparation of inspection & analysis report for Scarves
11 Designing of 2/3 hats straw-hat based upon particular fashion themes both manual		collected from markets.
The Designing of 2/5 hats, shaw hat based upon particular fashion themes – both manuar	11	Designing of 2/3 hats, straw-hat based upon particular fashion themes both manual

designing and designing through CAD. Preparation of patterns both manually and through CAD. Estimation of raw materials and costing. Quality inspections.

12 Designing of 2/3 Jewelries based upon particular fashion themes -- both manual designing and designing through CAD .. Estimation of raw materials and costing. Quality inspections.

The above list is not exhaustive. Additional laboratory work or experiments can be planned to consolidate the theoretical work and to emphasise the activities for doing rather than the knowing.

### Text and reference books:

- 1. The Fairchild Encyclopedia of Fashion Accessories', By: Phyllis G. Tortora, BinaAbling, Bloomsbury Publishing
- 'Handbag Designer 101: Everything You Need to Know About Designing, Making, and Marketing Handbags', By: Emily Blumenthal
- 3. 'Handbag Workshop: Design and Sew the Perfect Bag', By: Anna M. Mazur
- 4. Modern Concept of Leather and Footwear Manufacturing, By: R.D SINGH , Paperback
- 5. Big Book of Knitted Mittens: 45 Distinctive Scandinavian Patterns, By: JoridLinvik
- 6. Big Book of Knitted Socks: 45 Distinctive Scandinavian Patterns, By: JoridLinvik

### Special Remarks (If any):

At least 10 experiments should be conducted

## Maulana Abul Kalam Azad University of Technology, West Bengal (Formerly West Bengal University of Technology) Syllabus for B. Tech in Apparel Production Management (APM) (Applicable from the academic session 2018-2019) Statistical Quality Control in Apparel (PE APM 502 A)

Name of	Name of the Course			Statistical Quality Control in Apparel				
Course (	Code: PE	APM 502 A		Semester V				
Duratior	1:6 mont	hs		Maximum Marks: 70				
Teaching Scheme				Examinatio	n Scheme			
Theory: 3	3hrs./week			Mid Semeste	er Exam.:1:	5 Marks		
Tutorial :	Nil			Assignment	& Quiz: 15	5(=10+5) N	Iarks	
				Attendance:	5 Marks			
Practical	hrs/week			End Semeste	er Exam.: 7	0 Marks		
Credit Po	oints: 3							
Objectiv	e:							
1	The ob	jective of the	course is to	o impart the	students	a sound un	iderstanding of the	
	statistic	al concepts and	l the basis of	applying the	ose concept	ts in a wide	variety of problems	
	in textil	e and apparel in	ndustry.					
Pre-Req	uisite:							
1	Knowle	dge of basic sta	atistics and p	orobability				
2	Mathem	natics III: BS T	T 401					
End Sem	ester Exa	minations Scl	neme. Maxii	mum Marks	– 70. Tim	e allotted –	3 hrs.	
Groups	Units	Objective Qu	lestions	Subjective Questions				
		(MCQ only v	with one					
		correct answ	ver)					
		No. of	Total	No. of	То	Marks	Total marks	
		questions	marks	questions	answer`	per		
		to be set		to be set		question		
Α	1 to 9	10	10				10	
B	1 to 9			5	3	5	15	
С	1 to 9			5	3	15	45	
• 0	• Only multiple choice type questions (MCQ) with one correct answer are to be set in the							

objective part.

• Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs/U	Marks/U
		nit	nit
1	Introduction		
		2	4
	Need for statistics in textile and apparelmanufacturing sector.		
2	Representation and Summarization of Data		
	Concept of sample and population; Frequency distribution, Cumulative		
	frequency distribution and their graphical representation; Probability		
	density curves; Measures of central tendency, Quartiles and Measures of	5	12
	dispersions. Case study and Application of these tools in different		
	segments of Apparel Production control, i.e. Stoppage analysis, machine-		
	wise production analysis in sewing, defect frequency distribution analysis		
	in case of sewing defects, fabric defects.		
3	Discrete Probability Distributions		
	Application of discrete probability distribution (Binomial and Poisson) in	3	6
	textile and apparel manufacturing sector. Application and case study in the	U	Ŭ
	field of Apparel Production like probability distribution of thread breakage		
	rate in sewing etc.		
4	Continuous Probability Distributions		
	Normal distribution, Standard normal distribution, Chi-Square distribution,	4	10
	Student's t-distribution, F-distribution and their application in the field of		
	textile and apparel sector. Applications of these in Apparel research with		

	Maulana Abul Kalam Azad University of Technology, West (Formerly West Bengal University of Technology)	Bengal	
	Syllabus for B. Tech in Apparel Production Management ( (Applicable from the academic session 2018-2019)	APM)	
	numerical problem solving in the domains of cutting efficiency, marker		
	efficiency, production planning, calculation of time allowance etc.		
5	Sampling Distribution and Estimation		
	Sampling distribution; Point estimation; Interval estimation, 95% and 99% confidence intervals; Determination of sample size for given confidence level and error %. Application in Garment Inspection and Quality Control; Determination of sample size in case of garment inspection.	4	10
6	Testing of Significance		
	Type-I and type-II Errors; Testing of hypothesis; Large sample test for population mean, equality of population means, population proportion, equality of proportions; Small sample test for population mean, equality of population means, population variance, equality of population variances; Problem solving with reference to textile and apparel manufacturing sector.	6	12
7	Analysis of Variance One-way ANOVA;Two-way ANOVA;Problem solving with reference to textile and apparel manufacturing sector.	4	10
8	Regression and CorrelationBasic concept of regression analysis; Correlation coefficient, Coefficient of determination, Spearman's rank correlation, Coefficient of concordance; Test of significance of coefficient related to apparel and textile problems;Case studies and application of regression analysis in Apparel research, developments of simple prediction models for stitching parameters like seam slippage, seam puckering, sewing efficiency, thread consumption, marker efficiency etc.; Validation of prediction models.	5	12
9	Statistical Quality Control	12	24

Acceptance sampling schemes for variables and attributes; OC-curve; AQL;Producer's risk and customer's risk;6-sigma; Shewhart's control charts; Action and warning limits; $\Box$ , *R*, *p*, *np* and *c* charts; Average run length; CUSUM chart;Case studies on Control charts for Apparel Production Control and Apparel Quality Control,problem solving for AQL.

45 100

#### Text and reference books:

- 1. Leaf, G. A. V., Practical Statistics for the Textile Industry-Part I & II, TheTextile Institute, UK, 1987.
- 2. Nagla, J. R., Statistics for Textile Engineers, CRC Press, USA, 2015.
- 3. Hayavadana, J., Statistics for Textile and Apparel Management, Woodhead Publishing India Pvt. Ltd., New Delhi, 2012.

#### **Course Outcome:**

After successful completion of this course, the students should be able to

- 1. Apply the concept of probability, central tendencies and dispersion in textile and apparel sector.
- 2. Apply discrete and continuous distributions in textiles and apparel sector.
- 3. Apply the concept of choosing sample size and confidence limits for textile and apparel variables.
- 4. Apply Z-test, t-test, F-test, Chi-Square test, ANOVA in textile and apparel manufacturing sector and Judge the hypothesis.
- 5. Apply regression analysis and establish correlation between two textile variables.
- 6. Apply acceptance sampling scheme and control charts in textile and apparel industry.

#### Special Remarks (If any): NIL

Name of the Co	ourse:	Course Code: PE APM 502 B			
Course Code: I	PE APM 502 B	Semester: V			
Duration: 6 mo	onths	Maximum Marks: 70			
<b>Teaching Sche</b>	me	Examination Scheme			
Theory: 3hrs./w	eek	Mid Semester Exam.:15 Marks			
Tutorial : NIL		Assignment & Quiz: 15(=10+5) Marks			
		Attendance: 5 Marks			
Practical: hrs./w	reek	End Semester Exam.: 70 Marks			
Credit Points: 3					
Objective:					
1	The objective of the course is to imp	part the students a complete understanding of the			
	statistical and probability concepts a	and the basis of applying those concepts in a wide			
	parel industry.				
Pre-Requisite:	1				
1	I         Knowledge of basic statistics and probability				
2	Mathematics III: BS TT401				

#### End Semester Examinations Scheme. Maximum Marks – 70. Time allotted – 3 hrs.

Groups	Units	Objective Questions (MCQ only with one correct answer)		Subjective Questions			
		No. of questions to be set	Total marks	No. of questions to be set	To answer`	Marks per question	Total marks
Α	1 to 9	10	10				10
В	1 to 9			5	3	5	15

	С	1 to 9			5	3	15	45
• Only multiple choice type questions (MCQ) with one correct answer are to be set in the								

objective part.

• Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs/	Marks/
		Unit	Unit
1	Introduction		
		1	2
	Need for statistics in textile and apparel manufacturing sector.		
2	Data representation		
	Concept of population, sample and event; Method of data collection; Frequency distribution, Cumulative frequency distribution and their graphical representation; Probability density curves; Measures of central tendency(mean, mode and median), Quartiles and Measures of dispersions (range, mean deviation, standard deviation, CV%); Relative measures of dispersion; Skewness, Skewed frequency distribution, Measures of Skewness; Kurtosis, Measures of kurtosis; Case study and Application of these tools in different segments of Apparel Production control, i.e. Stoppage analysis, machine-wise production analysis in sewing, defect frequency distribution analysis in case of sewing defects, fabric defects.	5	12
3	Probability Set theoretic notation of events, sample space; Concept of probability, elementary theory of probability; Conditional probability and Bayes' theorem; Random variables: discrete and continuous, Probability distribution, join probability distribution; Expectation and variance, Moment generating function	4	8

	and characteristic function		
4	Discrete Probability Distributions		
	Application of discrete probability distribution (Binomial, Negative binomial,		
	Poisson, Poisson approximation to binomial and Geometric) in textile and	5	12
	apparel manufacturing sector.Calculation of mean and standard deviation of	5	12
	discrete probability distributions. Application and case study in the field of		
	Apparel Production like probability distribution of thread breakage rate in		
	sewing etc.		
5	Continuous Probability Distributions		
	Normal distribution, Standard normal distribution, Chi-Square distribution,		
	Student's t-distribution, F-distribution and their application in the field of	5	12
	textile and apparel sector. Applications of these in Apparel research with		
	numerical problem solving in the domains of cutting efficiency, marker		
	efficiency, production planning, calculation of time allowance etc.		
6	Sampling Distribution and Estimation		
	Sampling distribution; Point estimation; Interval estimation, 95% and 99%	1	8
	confidence intervals; Determination of sample size for given confidence level	-	0
	and error %. Application in Garment inspection and Quality control chart;		
	Determination of sample size in case of garment inspection.		
7	Testing of Significance		
	Type-I and type-II Errors; Testing of hypothesis; Large sample test for		
	population mean, equality of population means, population proportion, equality	6	14
	of proportions; Small sample test for population mean, equality of population		
	means, population variance, equality of population variances; Problem solving		
	with reference to textile and apparel manufacturing sector.		

8	Analysis of Variance One-way ANOVA;Two-way ANOVA;Problem solving with reference to textile and apparel manufacturing sector.	5	12
9	Regression and Correlation Basic concept of regression analysis;curve fitting by least square method (linear, quadratic, exponential equations); Multiple regression analysis; Correlation coefficient, Coefficient of determination, Spearman's rank correlation, Coefficient of concordance; Test of significance of coefficients related to apparel and textile problems; Multiple correlation analysis; Case studies and application of regression analysis in Apparel research, developments of simple prediction models for stitching parameters like seam slippage, seam puckering, sewing efficiency, thread consumption, marker efficiency etc.; Validation of prediction models.	10	20
		45	100

### Text and reference books:

- Leaf, G. A. V., Practical Statistics for the Textile Industry-Part I & II, The Textile Institute, UK, 1987.
- 2. Nagla, J. R., Statistics for Textile Engineers, CRC Press, USA, 2015.
- Hayavadana, J., Statistics for Textile and Apparel Management, Woodhead Publishing India Pvt. Ltd., New Delhi, 2012.

#### **Course Outcome:**

After successful completion of this course, the students should be able to

- 1. Apply the concept of basic probability and statistics.
- 2. Apply the concept of measurement of central tendencies and dispersion in textile and apparel sector.
- 3. Apply discrete and continuous distributions in textiles and apparel sector.

- 4. Apply the concept of choosing sample size and confidence limits for textile and apparel variables.
- 5. Apply Z-test, t-test, F-test, Chi-Square test, ANOVA in textile and apparel manufacturing sector and Judge the hypothesis.
- 6. Apply regression analysis and establish correlation between two textile variables.
- 7. Apply acceptance sampling scheme and control charts in textile and apparel industry.

#### Special Remarks (If any): NIL

Name of	the Cours	e:		Total Quality Management				
Course (	Code: OE	FT 501 A	S	Semester:				
Duration	1:6 month	s	Ν	Maximum M	larks:			
Teaching	g Scheme		I	Examinatior	n Scheme			
Theory:	3 hrs./we	ek	Ν	Mid Semeste	r Exam.:15	5 Marks		
Tutorial:	Tutorial: Nil				& Quiz: 15	(=10+5) M	arks	
				Attendance:	5 Marks			
Practical: hrs./week				End Semester	r Exam.: 7	0 Marks		
Credit Po	oints: 3							
Objectiv	e:							
1	To under	stand the conce	pt of Quality					
2	To understand the Implication of Quality on Business							
3	To Imple	ement Quality In	nplementation	Programs				
4	To have	exposure to cha	llenges in Qua	lity Improve	ement Prog	rams		
Pre-Req	uisite:							
1	Applied	Statistics in Tex	tile PE TT 50	1 A/ Statistic	cal Quality	Control in T	extile PE	
	TT 501B	}						
End Sem	ester Exa	minations Sche	me. Maximu	m Marks – 7	70. Time a	llotted – 3 h	rs.	
Groups	Units	Objective Qu	estions	Subjective	Questions	5		
		(MCQ only with one						
		correct answe	er)					
		No. of	Total	No. of	То	Marks	Total	
		questions to	marks	questions	answer`	per	marks	
		be set		to be set		question		

### Total Quality Management (OE TT 501 A)

Α	1 to 6	10	10				
В	1 to 6			6	3	5	15
С	1 to 6			6	3	15	45

• Only multiple choice type questions (MCQ) with one correct answer are to be set in the objective part.

• Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs/Unit	Marks/Unit
1	Introduction		
	Definition of Quality, Small q & Big Q, Quality characteristics- weaves, Dimensions, determinants, Quality Planning, Quality & profitability - idea, Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership – Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM	8	16
2	Quality & Management PhilosophiesCustomer satisfaction – Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement – Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement: Deming Philosophy- Chain reaction, 14	8	16

	(		
	points for management, triangle theory of variance,		
	deadly diseases & sins, Demings wheel. Juran		
	Philosophy- 10 steps for quality improvement, quality		
	trilogy, universal breakthrough sequence. Crosby		
	Philosophy- Crosby's 6 C's, Absolutes of quality,		
	Crosby's 14 points for quality, Crosby triangle.		
	Comparison of 3 major quality philosophies ,Supplier		
	Partnership – Partnering, sourcing, Supplier Selection,		
	Supplier Rating, Relationship Development, Performance		
	Measures – Basic Concepts, Strategy, Performance		
	Measure		
3	Managing Quality		
	Traditional Vs Modern quality management, the quality	6	15
	planning, road map, the quality cycle. Cost of quality-	0	15
	Methods to reduce cost of quality, Sampling plans, O.C.		
	curve		
4	Quality Control		
	Objectives of quality control, seven tools of quality,		
	Strategy & policy. Company wise quality control.		
	Quality Assurance- Definition, concepts & objectives.	8	16
	Economic models for quality assurance. Statistical		
	methodology in quality assurance. Process capability		
	ratio,Concept of six sigma, New seven Management		
	tools.		
5	TQM Tools	10	25
5		10	23

]	Maulana Abul Kalam Azad University of Technology, West Bengal (Formerly West Bengal University of Technology) Syllabus for B. Tech in Apparel Production Management (APM) (Applicable from the academic session 2018-2019)				
	Benchmarking – Reasons to Benchmark, Benchmarking				
	Process, Quality Function Deployment (QFD) –				
	House of Quality, QFD Process, Benefits, Taguchi				
	Quality Loss Function, Total Productive Maintenance				
	(TPM) – Concept, Improvement Needs, FMEA – Stages				
	of FMEA.				
6	Quality system				
	Need for ISO 9000 and Other Quality Systems, ISO				
	9000:2000 Quality System – Elements, Implementation	5	12		
	of Quality System, Documentation, Quality Auditing, TS				
	16949, ISO 14000 – Concept, Requirements and				
	Benefits.				
		45	100		

### Text and reference books:

- Dale H.Besterfiled, et al., "Total Quality Management", Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-0260-6.
- James R.Evans & William M.Lidsay, "The Management and Control of Quality", (5th Edition), South-Western (Thomson Learning), 2002 (ISBN)
- 1. 0-324-06680-5).
- 2. Feigenbaum.A.V. "Total Quality Management", McGraw-Hill, 1991.
- 3. Oakland.J.S. "Total Quality Management", Butterworth Heinemann Ltd., Oxford, 1989.
- Narayana V. and Sreenivasan, N.S. "Quality Management Concepts and Tasks", New Age International 1996.
- 5. Zeiri. "Total Quality Management for Engineers", Wood Head Publishers, 1991.

### **Course Outcome:**

After successful completion of this course, the students should be able to

1. Understand the importance and significance of quality

- 2. Manage quality improvement teams
- 3. Identify requirements of quality improvement program

#### <u>Special Remarks (If any): NIL</u>

Name of the Course:				Principle of Marketing and Management			
Course (	Code: OE	FT 501B	S	Semester: V			
Duration	Duration: 6 months			Maximum Marks:			
Teaching Scheme			I	Examination Scheme			
Theory: 3hrs./week			N	Mid Semester Exam.:15 Marks			
Tutorial:	Nil		I	Assignment & Quiz: 15(=10+5) Marks			
			I	Attendance:	5 Marks		
Practical:	hrs./we	ek	H	End Semester	r Exam.: 7	0 Marks	
Credit Po	oints: 3						
Objectiv	e:						
1	To under	To understand the concepts of marketing management					
2	To learn	To learn about marketing process for different types of products and services					
	To identi	dentify factors for product life cycle					
3	To under	lerstand the marketing environment					
4	To under	stand the consu	mer behaviou	r			
Pre-Req	uisite:						
1	English I	HM- HU 201, L	anguage Labo	ratory HM-H	HU 291		
2	Technica	l Report Writin	g and Languag	ge Lab			
End Sem	ester Exa	minations Sche	me. Maximui	m Marks – 7	70. Time a	llotted – 3 h	rs.
Groups Units Objective Questions			estions	Subjective Questions			
		(MCQ only w	ith one				
		correct answe	er)				
		No. of	Total	No. of	То	Marks	Total
		questions to	marks	questions	answer`	per	marks

### Principle of Marketing and Management (OE TT 501B)

		be set		to be set		question	
Α	1 to 7	10	10				
B	1 to7			6	3	5	15
С	1 to7			6	3	15	45

• Only multiple choice type questions (MCQ) with one correct answer are to be set in the objective part.

• Specific instruction to the students to maintain the order in answering objective questions should be given on top of the question paper.

Unit	Content	Hrs/Unit	Marks/Unit
1	Introduction Definition & Core concept, marketing tools, P's- product, price, place and promotion	2	5
2	Market segmentation Definition of market segmentation and its use. The five steps involved in segmentation. The factors used to segment consumer and organizational markets The targeting and positioning & analyzing the marketing environment. The significance of heavy users in targeting markets. Development of market-product grid to use in segmenting and targeting a market.	4	10
3	Customer relationships and value through marketing Study consumer behavior, needs and motivation, group dynamics, social surroundings and consumer perception. Define marketing to explain the importance of discovering and satisfying consumer needs and wants. The difference	12	30

	between marketing mix elements and environmental	/	
	factors The stages in the consumer decision process. The		
	three variations of the consumer decision process: routine,		
	limited, and extended. Psychological influences affect		
	consumer behavior, particularly purchase decision processes.		
	The major sociocultural influences on consumer behavior		
	and their effects on purchase decisions. e. Recognisation		
	consumer behavior to better understand and influence		
	individual and family purchases by the marketers.		
4	Management of products, services, and brands		
	Brand evaluation and new trends in marketing. The product		
	life-cycle concept and relate a marketing strategy to each		
	stage. The different approaches to managing a product's life		
	cycle. Elements of brand personality and brand equity and		
	the criteria for the good brand name. Reason for different	12	25
	branding strategies employed by companies. The role of		
	packaging and labeling in the marketing of a product in		
	relation to textileCASE STUDY		
	Analyze advertising, sales promotion, and public		
	relations—CASE STUDY		
5	Retailing and wholesaling		
	Importance of retailing and wholesaling – types of retailing	5	10
	and wholesaling - recent trends in retailing and wholesaling		-
	with reference to textiles - retail and wholesale centres with		
	reference to textiles in India and WorldCASE STUDY		

Ν	Maulana Abul Kalam Azad University of Technology, West Bengal					
	(FORMERLY WEST BENGAL UNIVERSITY OF LECHNOLOGY) Syllabus for B. Tech in Annarel Production Management (APM)					
	(Applicable from the academic session 2018	-2019)				
6	Ethics and marketing					
	The significance of ethics in marketing. Difference between legal and ethical behavior in marketing. The factors that influence ethical and unethical marketing decisions. Different concepts of ethics and social responsibility. The meaning of ethics and social responsibility and how they relate to the individual, organizations, and society	4	8			
7	Introduction to management					
	Definition, nature, process, functions & skills. Evolution of management thoughts - F.W. Taylor, Henri Fayol, Max Weber, Elton Mayo. Management Approaches- System approach, contingency approach. Business Organisation - Types of ownership. Functional area of Management - Concept, objectives, scope and principle of Marketing Management, Production Management, HRM , Finance, Material management. Human resource management	6	12			
		45	100			

#### Text and reference books:

- 1. 1. Evans. J. R. "Marketing: Marketing In The 21st Century", 8th edition, 2003.
- 2. Philip Kotler, "Marketing Management", PHI publications, 2004.
- S.Shivaramu, "Export Marketing A practical Guide to Exporters", McGraw-Hill Book Company, 1985.
- 4. Ruth E.Glock and Grace L.Kunz, "Apparel manufacturing and sewn product analysis", Prentice Hall, New Jersey, 2000.
- 5. D. Sinha, "Export Planning and Promotion", IIM, Calcutta, 1981.
- 6. Tuhin K. Nandi, "Import-Export Finance", IIM, Calcutta, 1989.

- 7. J.A. Jarnow, M.Guerreiro, B.Judelle, "Inside the Fashion Business", MacMillan Publishing Company ISBN: 0-02-360000-4., 1987.
- 8. Ruth E.Glock, Grace I.Kunz, "Apparel Manufacturing: Sewn Product Analysis", Pearson Education, Fourth Edition, 2005.
- Elaine Stone, Jean A. Samples, "Fashion Merchandising", McGrawHill Book Company, ISBN: 0–07–061742–2., 1985.
- 10. S.Shivaramu. "Export Marketing" A Practical Guide to Exporters", Wheeler Publishing, ISBN: 81-7544-166-6, 1996.

#### **Course Outcome:**

After successful completion of this course, the students should be able to

- 1. Explain marketing concept in textile industry
- 2. Define the marketing segmentation
- 3. Scan the marketing environment.
- 4. Discuss ethics and social responsibility in marketing.
- 5. Define consumer behavior.
- 6. Recall the pricing methods and their application in relation to textile marketing

#### Special Remarks (If any): NIL