

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI

1	Name of Course	Certificate Course in Apparel Desinging Using CAD				
2	Max no. of Students	25	Course Code - 410212			
3	Duration	1 year				
4	Course Type	Full Time				
5	No. of Days per week	6 days				
6	No. of hours per day	7 Hrs (3 Hrs Theory and 4 Hrs Practical)				
7	Space require	Theory Class Room – 200 sqft Practical Lab – 1000 sqft Total – 1200 Sqft				
8	Entry qualification	S.S.C. Pass				
9	Objective of syllabus	To understand importance of Fashion, Necessity of Fashion, means of Fashion techonology, To work as Fashion designer.				
10	Employment opportunities	In Fashion studio, Drama House, Film Studio, Fashoin ware industry, own Fashion designing work etc.				
11	Teachers Qualification	Graduate with Diploma in Fashion Technology or Equivalent and 2 yr Experience.				
12] Teaching Scheme – Training System Per Week						
		Theory	Practical	Total		
		18 Hrs	24 Hrs	42 Hrs		
13] Examination Scheme –						
Sr	Paper Code	Name of Subject	Theory/ Practical	Hours	Max Marks	Min Marks
1	41021211	Computer Fundamental and CAD	TH - I	3 Hrs	100	35
2	41021212	Fashion Technology	TH – II	3 Hrs	100	35
3	41021213	Business Economics	TH-III	3 Hrs	100	35
4	41021221	Computer Fundamental and CAD	PR– I	3 Hrs	100	50
5	41021222	Fashion Technology	PR – II	3 Hrs	100	50
6	41021223	Business Economics	PR - III	3 Hrs	100	50
				Total	600	255

Computer Fundamental and CAD

Theory – I - Computer Fundamental and CAD	Practical – I - Computer Fundamental and CAD
A] Computer Fundamental	
1] Fundamentals Of Computer Introduction Components of PC The system Unit Front part of system Unit Back part of system Unit CPU Memory of computer Monitor Mouse, Keyboard Disk, Printer, Scanner, Modem, Video, Sound cards, Speakers	List of Practical 1. Working with Windows 2000 desktop ,start icon, taskbar, Recycle Bin, My Computer icon ,The Recycle Bin and deleted files Creating shortcuts on the desktop 2. The Windows 2000 accessories, WordPad – editing an existing document, Use of Paint – drawing tools The Calculator, Clock 3. The Windows Explorer window, concept of drives, folders and files? Folder selection techniques, Switching drives, Folder creation, Moving or copying files, Renaming, Deleting files ,and folders 4. Printing, Installing a printer driver, Setting up a printer, Default and installed printers, Controlling print queues, Viewing installed fonts, The clipboard and 'drag and drop', Basic clipboard concepts Linking vs. embedding,
2] Introduction To Windows 2000/Xp Working with window Desktop Components of window Menu bar option Starting window Getting familiar with desktop Moving from one window to another Reverting windows to its previous size Opening task bar buttons into a windows Creating shortcut of program Quitting windows	5. Moving through a Word document menu bar and drop down menus toolbars 6. Entering text into a Word 2000 document, selection techniques Deleting text 7. Font formatting keyboard shortcuts 8. Paragraph formatting Bullets and numbering 9. Page formatting What is page formatting? Page margins Page size and orientation Page breaks, Headers and footers 10. Introducing tables and columns
3] GUI Based Editing, Spreadsheets, Tables & Presentation Application Using MS Office 2000 & Open Office.Org Menus Opening, menus, Toolbars, standard toolbars, formatting toolbars & closing Quitting Document , Editing & designing your document Spreadsheets Working & Manipulating data with Excel Changing the layout Working with simple graphs Presentation Working With PowerPoint and Presentation	11. Printing within Word 2000 Print setup Printing options Print preview 12. Development of application using mail merge Mail merging addresses for envelopes Printing an addressed envelope and letter 13. Creating and using macros in a document 14. Creating and opening workbooks Entering data 15. Navigating in the worksheet Selecting items within Excel 2000 Inserting and deleting cells, rows and column Moving between worksheets, saving worksheet, workbook
4] Introduction To Internet What is Internet Equipment Required for Internet connection Sending &receiving Emails Browsing the WWW Creating own Email Account Internet chatting	16. Formatting and customizing data 17. Formulas, functions and named ranges 18. Creating, manipulating & changing the chart type 19. Printing, Page setup, Margins Sheet printing options, Printing a worksheet 20. * Preparing presentations with Microsoft Power Point. Slides and presentations, Opening an existing presentation , Saving a presentation
5] Usage of Computer System in various Domains Computer application in Offices, books publication data analysis ,accounting , investment, inventory control, graphics, database management, Instrumentation, Airline and railway ticket reservation, robotics, artificial intelligence, military, banks, design and research work, real-time, point of sale terminals, financial transaction terminals.	21. Using the AutoContent wizard ,Starting the AutoContent wizard, Selecting a presentation type within the AutoContent wizard Presentation type Presentation titles, footers and slide number 22. Creating a simple text slide, Selecting a slide layout Manipulating slide information within normal and outline view, Formatting and proofing text, Pictures and backgrounds, drawing toolbar, AutoShapes, Using clipart, Selecting objects, Grouping and un-grouping objects, The format painter

Theory	Practical
	<p>23. Creating and running a slide show, Navigating through a slide show, Slide show transitions, Slide show timings. Animation effects</p> <p>24. Microsoft Internet Explorer 5 & the Internet Connecting to the Internet The Internet Explorer program window, The on-line web tutorial Using hyper links, Responding to an email link on a web page</p> <p>25. Searching the Internet, Searching the web via Microsoft Internet Explorer, Searching the Internet using Web Crawler, Searching the Internet using Yahoo, Commonly used search engines</p>
<p>6] Information technology for benefits of community Impact of computer on society Social responsibilities Applications of IT Impact of IT Ethics and information technology Future with information technology</p>	<p>26. Favorites, security & customizing Explorer Organizing Favorite web sites Customizing options – general, security, contents, connection, programs, advanced</p> <p>27. * Using the Address Book Adding a new contact Creating a mailing group, Addressing a message, Finding an e-mail address</p> <p>28. Using electronic mail, Starting Outlook Express Using the Outlook Express window, Changing the window layout, Reading file attachment, Taking action on message-deleting, forwarding, replying</p> <p>29. Email & newsgroups, Creating and sending emails Attached files, Receiving emails, Locating and subscribing to newsgroups, Posting a message to a newsgroup</p> <p>30. Chatting on internet, Understating Microsoft chat environment, Chat toolbar</p>
CAD	
<p>Minimum system requirement for AutoCAD Starting AutoCAD – Use a Wizard, Use a Template, Start from Scratch, Open a Drawing, Quick Setup method, Advanced Setup method, Types of Units, AutoCAD Window Details – Menus, Toolbars, Command line area, Drawing area, WCS icon etc, Use of Function keys, Modes in AutoCAD – Snap, Grid, Ortho, Osnap, Polar, Otrack, Model Using various Toolbars, Creating new drawing, Saving a drawing, Closing a drawing, Opening a drawing, Use of mouse in AutoCAD, Use of Keyboard, Coordinate system – Types of Coordinate, Absolute, relative, polar coordinate Draw commands – Line, Ray, Construction line, Spline, rectangle, Polygon, circle, ellipse, Arc, Donut, Polyline, Multiline, Multiline Style, Point, Point Style, Divide, measure Zoom commands – Real-time zoom, pan real-time, zoom window, zoom all, zoom in, zoom out, zoom center, zoom dynamic. Zoom scale, zoom previous.</p>	<p>Practical related Creating New file, Closing Drawing, Saving Drawing, Startup Methods, Modes in AutoCAD, Use of Function Keys, Use of Keyboard and Mouse in AutoCAD Practice. CAD Command Practice on small objects</p>

Theory	Practical
<p>Object Snapping – Dialog box, Toolbar, Tracking, snap p from, end point, mid point, center, intersection, apparent intersection, insertion, quadrant, tangent, perpendicular, node etc.</p> <p>Editing commands – Setting drawing limit, setting units, drawing area parameter, Copy, move, erases, opps, scale, rotate, stretch, lengthen, break, trim, extend, chamfer, fillet, mirror, offset, align, explode, array – rectangular & polar, editing using grips, edit Polly line, edit multiline, using property dialog box., Match property, using single line text, using multiline text, editing text, creating text style.</p> <p>Dimensioning technique – Linear, Aligned, Radius, Diameter, Angular, Baseline, Continuous, Leader, Center mark, creating dimensioning style.</p> <p>Block, Wblock, Attribute.</p> <p>Hatch, Boundary, Region.</p> <p>Object property toolbar – layer control, color control, Line type control, line weight control, working with layers, (freeze, thaw, lock, unlock, plot etc.)</p> <p>Printing and using scale in the drawing.</p>	<p>Practice on Small Drawing Objects using Commands in</p> <p>Draw Menu Practice of Editing command on above drawing objects, Dimensioning Drawing</p> <p>Creating Title block, Creating Part List, Material List using Text in AutoCAD,</p> <p>Drawing Plan, Elevation, Section, in AutoCAD for various Fabrication objects, Fabrication part etc.</p>
<p>Viewing Orthographic projections, Viewing Isometric projections, Plan View, Aerial View Window, Using Named Views, Using multiple Tiled View ports – New view ports, Polygonal View ports, object viewports, named view ports, joining viewports, Floating viewports in paper space, Region, Redraw, Regen all command. Shading the model – 2D wireframe, 3D wireframe, Flat shaded, Gauged shaded, hidden view Region, Redraw, Regen all command.</p> <p>Interacting Viewing in 3D – 3D orbit command, panning, zooming, adjusting the view, Adjusting the camera distance, swiveling the camera, Continuous orbit, using Visual aids – Compass, Grid, UCS icon etc Concept of Wire frame modeling, Surface modeling, Solid modeling, Concept of Thickness & Elevation</p>	<p>Suitable CAD Practical (Command Practice) based on the Theory.</p> <p>Creating Simple 3D Model of Fabrication assemblies required 3D view from all sides.</p> <p>Practice of using AutoCAD Mechanical Desktop package for creating various 3D Fabrication models.</p>
<p>Surface modeling – Ruled surface, Edge surface, Revolve surface, Tabulated surface, 2D solid, 3D face, Using Predefined 3D surface objects – Box, pyramid, Wedge, dome, sphere, cone, tours, dish, mesh.</p> <p>Solid modeling – Extruding solid, Revolving solid, Slicing & Interfering solid, using predefined 3D solid objects - Box, pyramid, Wedge, Cylinder, Cone, Torus</p> <p>Modifying 3D Solid object – 3D array, 3D mirror, 3D Rotate, Trim, Extend, Fillet, Chamfer etc.</p> <p>Boolean operation – Union, Subtract, intersect.</p>	<p>Creating, Rendering, and Viewing Various Fabrication parts and assemblies Elements like different types of</p> <p>Steel pipe fabricated furniture such as table, chair, stool, drawing table, TV table, rack, Stand, Trusses, frames, roof structures, shed structure, Industrial Structures, Erection objects made up of channels, I sections, T sections, Angles, Pipe etc.</p>

Theory	Practical
Solid Editing – Extrude face, move face, offset face, delete face, rotate face, taper face, color face, copy face, color edge, copy edge, imprinting the object, Cleaning, separating objects, shelling the solid Checking validity of solid object. Rendering 3D solid – Rendering options / Rendering procedure – query, crop window, skip dialog box method, Rendering, using light effects in rendering – Distance light, point light, spot light, using Sun angle calculator for shaded model, modifying lights parameter, using lights in scene. Applying material effect to solid object. Using material library. Mapping background. Using background images Printing the 3D rendered view / drawing.	Creating, Rendering, Viewing, Generating JPEG images for Complete assembly model, Printing Photo with various View of assemblies Creating Slide show presentation of such views of assembly model including All four side view, 3D view from four corner, Isometric View, Perspective View etc. Introduction to 3DS Max Software Package for animation Purpose. Introduction to Pro-Engineer, CATIA Software.

List of Books

Computer Fundamental

- 1] Vikas Gupta Comdex Computer Course Kit First Dreamtech
- 2] Henry Lucas Information Technology for management 7Th Tata Mc-Graw Hills
- 3] B.Ram Computer Fundamentals Architecture and Organisation Revised 3rd New Age International Publisher

CAD Books

- 1] Reference Manual of AutoCAD AutoDesk
- 2] Reference Manual of Felix cad Felix CAD
- 3] Reference Manual of Intel CAD
- 4] Reference Manual of Auto Civil
- 5] Reference Manual of 3D-Max

List of Tools and Equipment

A] General Class room

Sr	Name of Item	No.
1	Steel lockers 8 compartments with individual lockers (1980 x 910 x 480 mm)	4
2	Chair with writing pad	25
3	Steel almari with self 6.5' x 3' (18 gauge)	2
4	Steel table 4' x 3'	2
5	Teacher chair	2

B] For Computer Fundamental and CAD Practical

Sr	Name of Item	No.
1	Computer System P4 with accessories Complete with license OS. Compatible for- to run AutoCAD 2010 and Windows 7 OS.	5+1
2	Plotter- HP Design Jet 500 latest model	1
3	Scanner	1
4	Computer table	5+2
5	Chair for computer	10+2
6	Laser Printer	1
7	AutoCAD 2010 or above Software	1
8	M. S. Office Software	1
9	Pro- Engineering –V-4 Student Version	1
10	CATIA R-17 – Evolution Student Version	1

"Fashion Technology"

Theory – II - Fashion Technology Theory	Practical – II - Fashion Technology
Familiarization with the Institute. Importance of trade training. Instruments used in the trade. Types of work done & job made by the trainees in the trade. Introduction to safety. Identification of fibres Yarn count and yarn twist – Determination of the yarn slippage of various fabrics.	Importance of safety and general precautions observed in the Institutes and in the section. Evolution of garment, fashion terminologies. Introduction to Textile Fibres – Classification and characteristics. Types of yarns, properties of different yarns.
Fabric count and balance of fabric. Determination of colour fastness of various fabrics.	Basic fabric study Fabric types and suitability <ul style="list-style-type: none"> • Woolen fabrics • Knitted fabrics • Laced fabrics • Blended fabrics • Nets.
Determination of dimensional stability of different fabrics with/without shrinkage level.	Weaving, Knitting, Finishing, Dyeing and Printing <ul style="list-style-type: none"> • Mechanical finishes • Chemical finishes • Dyeing • Printing
Methods of removing stains from different fabrics. Collecting samples of fabric with different weaves.	Laundering and care of different types of textiles – <ul style="list-style-type: none"> • Colour fastness tests • Stain Removal • Storage • Maintenance of clothes • Dry cleaning • Use of starches and whitening agents.
Identification and maintenance of tools and equipment of dressmaking. Sewing machines – main parts, functions and care (cleaning, oiling etc.) Main adjustments while operating sewing machine, special attachments and their use minor defects, detection and rectification selection and use of different threads and needles for various fabrics	Tools and equipment for measuring, marking, cutting, sewing pressing and finishing. Sewing machine – Types, main parts, minor defects and their remedy, correct sitting posture.

<p>Making samples of the following: - Temporary, permanent decorative stitches, seams, Disposal of fullness. Drafting of basic bodies blocks for children and women. Dart manipulation, basic sleeve & variations, color variation, semi fitted vest, torso block, panel cutting, facings, shirt, trouser, T-shirt, jacket. Adopting the basic blocks for making the following garments –</p> <table><tr><td>Children</td><td>Women</td><td>Men</td></tr><tr><td>Jangia</td><td>House coat</td><td>Shirt</td></tr><tr><td>Frock</td><td>Petticoat with Hood</td><td>Trouser</td></tr><tr><td>Slacks</td><td>Saree Blouse</td><td>Kurta</td></tr><tr><td>Baba suit</td><td>Salwar kameez</td><td>Payjama</td></tr></table> <p>Finishing, pressing and folding of the above garments. Finding fitting defects of the garments. Rectification of defects of fitting.</p>	Children	Women	Men	Jangia	House coat	Shirt	Frock	Petticoat with Hood	Trouser	Slacks	Saree Blouse	Kurta	Baba suit	Salwar kameez	Payjama	<p>Introduction to paper pattern, type of paper pattern, pattern making tools, pattern making terms, pattern production terms, purpose, method and their use in layout and cutting, pattern grading. Information on paper patterns, marks of fitting position, balance marks etc. Sleeves, basic sleeve pattern, alteration, different types of sleeve patterns. Collars – Convertible and non-convertible collars, different types on collar patterns, standard measurement chart for men, women and children, standard measuring techniques. Calculation of body measurements from chart and height measurements. Method of developing bodice block : front and back. Method of adopting bodice block for developing garment pattern. Knowledge and use of fastening stitches, embroidery stitches, special equipment for stitching and special machines for over lock, button stitch, flat lock, feed off the arm, button hole, cutting by m/c, fusing by m/c, grading system etc.</p> <p>Study of process of commercial production of : Collecting material for production, Laying, Marking, Cutting, Stitching, Finishing, Checking, Laundering, Pressing and Packaging etc. Ready made garments: their importance and selection.</p>
Children	Women	Men														
Jangia	House coat	Shirt														
Frock	Petticoat with Hood	Trouser														
Slacks	Saree Blouse	Kurta														
Baba suit	Salwar kameez	Payjama														
<p>Costing of garments. Taking orders from market. Attachments and machines. Estimation of materials.</p>	<p>Basic processes for garment making. Basic stitches, Hand stitches, Decorative stitches, Seams and seam finish. Principles of garment making. Preparation of fabric Placing, marking and cutting, selection of fabric suitable for age, occupation, figure types, fashion. Trimming and lining How to cut actual pattern measurements Disposal of fullness : Pleats, Darts, tucks, Shirring, Ruffles, Smocking.Plackets: Commonly used plackets. Fastenels: Different types of fasteners Edge Finishers: Different type of edge finishers Fitting: Standard for fitting : Ease, Lines, grain, set, balance, reasons for poor fitting Characteristic features of well finished garments, evaluation of well fitted and well finished garments. Collars, Sleeves, Pockets, Necks, Yokes and Belts. Defects and remedies of fitting, finding out the defects in fitting and suggesting remedies for the defects.</p>															

Basic lines Colour – Colour wheel, colour combination and schemes. Market survey for 3-4 days and report should be submitted	Design – Purpose, Mental plan, Preliminary sketch, adaptation of means to end. Source of inspiration for Designing – Geometrical shapes, abstract sources, nature, mythology, architecture, historic costume, national or peas and costume. Classification of lines, effect of lines, dominant lines, optical illusion. Study on colours, MOTIFS (Enlargement & Reduction) Colour system, warm colours and cool colour, psychological effect of colour, colour schemes. Selection of colour on the basis of personal colouring and personality. Design – Purpose, Mental plan, Preliminary sketch, adaptation of means to end. Idea of marketing.
Textural combinations <ul style="list-style-type: none"> • Optical illusion • Silhouette • Dropped Garments. 	Texture – Fiber content, Yarn structure and nature, Fabric finishes. Factors influencing silhouettes, human figure, carriage, suitability, fashion & fashion trends.
Principles of design – Harmony, Rhythm, Proportion and scale, balance, emphasis Sketching-Fashion figures (Human figure) proportions Fashion drawing - Basic shapes, figure drawing, stylised figures, fabric rendering, flat sketches, accessory drawing, fold & gathers, shirring etc.	Principles of Design (Human figure) : – Balance – Formal Balance, Informal or Asymmetric Balance, Perpendicular Balance, Radial Balance.
Basic shapes stitching, quilting, pleats, darts & gathers, seams, facings, panels, plackets (front & sleeve) flat & stand collar, pockets (patch, welt & bone), pipings, cuffs, zipper attaching, shirt, trouser, ladies top, skirt, ladies one piece dress, vest, T-shirt.	Proportion: - Rhythm: Repetition, harmonic repetition, Progression or gradation continues line movement, radiation. Emphasis – Harmony or unity Sauce – Psycho aspects of clothing First impression Clothing and wearer Personality factors and choice for clothes Society and clothing choices Clothing awareness Conformity and non-conformity
Sketching practice on fashion illustration.	Fashion Illustration – Materials used for sketching Female figure, Lay figure, ten head lay figure. Pattern making theory - dropping & drafting, idea about sloper, pattern & working block. ow to take measurements, pattern terminology.

Adjustment and alteration of pattern method for various figure problems. Use of various types of dummies	Fashion – Origin – costumer from medieval to modern period, sources, factors favouring and retarding fashion cycle, role of fashion in the garment industry. Silhouette – Factors determining character and quality, knowledge of current silhouette, their interpretation and adaptation.
Designing, planning, adopting of garments under the following heads: Sport wears – shorts and shirts with emphasis on pockets, collars, belt and belt carrier etc. Children - Fancy frocks, self-help (with velcro fastening) garments, sun-suits with special emphasis on methods of fullness, frills, trimmings collars, sleeves, belts etc. Women- blouse, petticoat, trousers, saluar-suits with emphasis on necklines, sleeves, trimmings, pockets and openings. Men-Trousers, shirts, safari suit with special emphasis on pockets, collars. Miscellaneous-Apron with special emphasis on reams and pockets.	Dress Designing for different figures design, principle of design, current fashions with special emphasis on texture and plaids, Design for figure problems. Designing of dresses for women and men with special emphasis on : Special features, planning the dresses, design details, drafting of various garments: Plain blouse, choli blouse, high neck blouse, kameez, modern salwar, plain skirt, shirt, pants, coat. Different fabrics in relation to different textures : Study of different fabrics in relation to different textures.
Market survey Developing a consumer profile Developing a garment profile Layout plans for a unit Project report plan for a unit Management for a unit.	Basic concepts of marketing Definition, basic concepts - needs, wants. Demands, product, value and satisfaction, exchange and transaction, market Simple marketing system, Marketing and Marketer Consumer behavioral Model of consumer behaviour Factors influencing consumer behaviourcultural, social, personal and psychological, buying behaviours, buying decision process Market Research – Definition and objectives developing the research plan, collecting information, analyzing information, presenting and findings. Types of marketing, bases for segmenting consumer markets, single variable and multivariable segmentation, requirement for effective segmentation, market targeting selecting the marketing strategy, product positioning. Setting of price: Objectives, determining demand, estimating cost, analyzing, competition prices and offers. Selecting the pricing method, selecting the final price. Sales promotion – Advertising, publicity, personal selling.

Calculation of fabric and manufacturing for different garments according to size, style and design. Computer operation practices and knowledge of related softwares. Prepare the estimate of material in computer.	Idea of collection, computer application, client selection, modern designers & their creations, Basic knowledge of computer, Project work
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Theory - III and Practical – III - BUSINESS ECONOMICS

Basic Concepts in Economics and Finance (e.g. Assets – Liabilities, Expenses – Income, Depreciation, Cash Vs. Mercantile Accounting etc.

COST ACCOUNTANCY

Introduction, Cost Accounting And Financial Accounting, Concept of Cost Center, Special Types of Cost, Installation of Costing System

ELEMENTS OF COSTS Overheads, Cost Sheets/Costs Statement.

MATERIAL COST Procurement of Materials, Overstocking May have Following Consequences, Understocking May have Following Consequences, Section of Source of Supply, Comparative Statements, Discrepancies in Material Receipts, Excess Quantity Accepted, Excess Quantity Returned, Proper Conduct of Storage Function, Bin Card, Stores Ledger, Bin Card Vs. Stores Ledger, Reconciliation of Bin Card and Stores Ledger, Valuation of Material Movements, Treatment of Shortages, Inventory Control, Techniques of Inventory Control, Calculation of Various Levels

LABOUR COST

Time Keeping, Methods of Time Keeping, Time Booking, Reconciliation of Time Attended and Time Booked, Methods of Remunerating the Workers, Principles of Goods Wage Payment Systems, Comparative Study of Halsey and Rowan System, Important Terms in Cases of Labour Cost, Causes of Labour Turnover, Measurement of Labor Turnover, Calculation of Labour Turnover, Treatment of Idle Time Cost

OVERHEAD COST

Procedure for Charging the Overheads, Actual Vs. Predetermined Overheads Absorption Rates, Under Absorption or Open Absorption of Overheads, Treatment of Under or Over Absorbed Overheads, Control Over Overheads, Other Factory Overheads.

SPECIAL TYPES OF COSTS

PART I – DEPRECIATION

Need for Depreciation Accounting, Methods for Calculating Depreciation, Practical Consideration Relating to Depreciation

PART II – OBSOLESCENCE

Control Over Obsolescence

PART III – MATERIAL LOSSES:

Accounting and control, Waste, Scrap, Spoilage, Defectives

METHODS OF COSTING

Job Costing, Batch Costing, Contract Costing, Process Costing, Operation Costing, Output Costing, Operating Costing

Role Of Product Management In Marketing And Its Interface With Other Corporate Functions

Conceptual issues- Branding, Market Segmentation, Positioning & Differentiation Strategies, New Product Planning, Distribution Channels: Structure and Strategy, Advertising Planning

Distinctive Aspects of Services Marketing, Developing Frameworks for Analyzing Services, The Customer Experience

Positioning a Service in the Marketplace, Targeting Customers and Building Relationships, Managing Demand

Creating and Delivering Services, Adding Value to Core Products with Supplementary Services, Understanding Costs and Developing Pricing Strategies

Communicating and Promoting Services, Enhancing Value by Improving Quality and Productivity, Developing and Managing the Customer-Service Function

Organizing and Implementing the Marketing Effort, Globalizing Services Marketing

Planning and designing sales promotion program with specific reference to sales contest, trade-in discount, coupons etc.

Brand building including brand image, positioning, brand valuation and measurement of brand equity.

Link between mr and advertising planning the communication process and the feedback loop. Influence of the environment on advertising planning.

Promotion budgeting dividing the budget into advertising and sales promotion activities on the basis of the nature of the product (fmcg, durables, industrial products and services) and the product life cycle.

Books

B.K.Bhar Cost Accounting Academic Publishers, Calcutta

Khan Jain Cost Accounting Tata McGraw Hill

Product Management Majumdar Prentice Hall

Product Strategy and Management Baker, M & Hart S Prentice Hall

Product Management Donald R. Lehmann, Russell S. Winer

Service Marketing Nirgudkar Tata Mc Graw Hill

Service Marketing E Rampal & Gupta Galgotia

Product Management Chunawala Himalaya

Product Management Gupta Wisdom

Service Marketing Valarie A Zeithaml Tata Mc Graw Hill

Strategic Brand Management Keller Pearson

Building Strong Brands D.A. Aker --

Successful Branding Pran K. Choudary --

Advertising Chunawala and Sethia Himalaya

Advertising Management David Aker Prentice Hall

Brand Positioning Subroto Sen Gupta Tata Mc Graw Hill

List of Tools & Equipments

Sr. No.	Name & Description of Articles	Qty.
Tools & Machineries :		
1.	Lock Stitch (Industrial m/c)	05 nos.
2.	Over locking machine	1 no.
3.	Twin needle (motorised) (3 thread & 5 thread)	1 each
4.	Bar-tack machine	1 no.
5.	Button hole machine	1 no.
6.	Machine attachment zipper foot, tucker foot, hem folder	2 each
7.	Scissors 25 cm	05 nos.
8.	Scissors left hand 25 cm	2 nos.
9.	Machine scissors, trimming edge 7"	05 nos.
10.	Pinking scissors, edge finish	4 nos.
11.	Marking wheel (tracing wheel)	05 nos.
12.	Measuring Tape Metric & English 150 cm (inches & cm)	05 nos.
13.	Tailors square metric	05 nos.
14.	Leg shaper for trouser	05 nos.
15.	French curve (set) no.17	05 nos.
16.	Diagram square 1/4", 1/5" plastic	05 nos.
17.	Finger timbles - steel	05 nos.
18.	Pattern notcher	4 nos.
19.	Dress from dummies : a) ladies 8,10 (half), 12(full), b) Gent's 40,42 (full) c) children no. 4 (full) each.	2 nos.
20.	Round knife cutter, electrically operated	1 no.
21.	Straight knife cutter, electrically operated	1 no.
22.	Tape plastic	2 nos.
23.	Tailors chalk	10 box
24.	Seam ripper	5 nos.
25.	Milton board double width x 2 meters	4 nos.
26.	Coat brush -nylon hair	2 nos.
27.	Pattern hanging angle steel	2 nos.
28.	Stand wooden T shaped for hanging dress	4 nos.
29.	Hangers steel/wooden	10 nos.
30.	Tailors Art curve	5 nos.
31.	Button hole scissors	5 nos.
32.	Latest Computer with multimedia, windows operating system & software of latest version like MS- office, Photoshop, fashion studio, auto CAD etc.	2 nos.
33.	Inkjet printer minimum of 1200 dpi	2 nos.
34.	UPS 1 KVA	2 nos.

Sr. No.	Name & Description of Articles	Qty.
Pressing Equipment :		
1.	Electric steam iron	4 nos.
2.	Pressing Table	4 nos.
3.	Duplex board	2 nos.
4.	Rubber mat for pressing table	4 nos.
5.	Water tub big 60 cm dia for sinking	1 no.
6.	Water pot for pressing table	1 no.
7.	Blanket with fabric for pressing table (5 x 8 ft.)	4 nos.
8.	Wall clock	1 no.
9.	Sponge nylon for putting water	10 nos.
10.	Water sprayer	1 no.
Furniture :		
1.	Instructors table steel with sunmica top (60 x 120) with lockers	1 no.
2.	Arm chair for instructor	1 no.
3.	Armless chair for staff	4 nos.
4.	Adjustable moving stool with cushion 18" height size for trainees	10 nos.
5.	Table for drawing class/theory class for trainees	10 nos.
6.	Magnetic white board with marker pen and duster (120 x 120 cm)	2 nos.
7.	Almirah steel (195 cm x 90 cm x 60 cm) with 5 adjustable shelves	2 nos.
8.	Steel locker overall size (195 cms x 90 cms x 48 cms) having compartments with provision of separate lock	3 nos.
9.	Display board glass cover (for hanging finished dress)	2 nos.
10.	Pattern hanging hooks	5 doz.
11.	Drafting table with corrugated board (150 cm x 90 cm x 90 cm)	5 nos.
12.	Calculator desk type	1 no
13.	Waste paper basket, plastic/steel	2 nos.
14.	Over head projector with trolley & screen	1 no.
15.	Computer tables with chairs/stools.	2 nos.
16.	Printer tables	2 nos.
17.	Fire Extinguisher	2 nos.
